

Frank Foy Poultry Farm



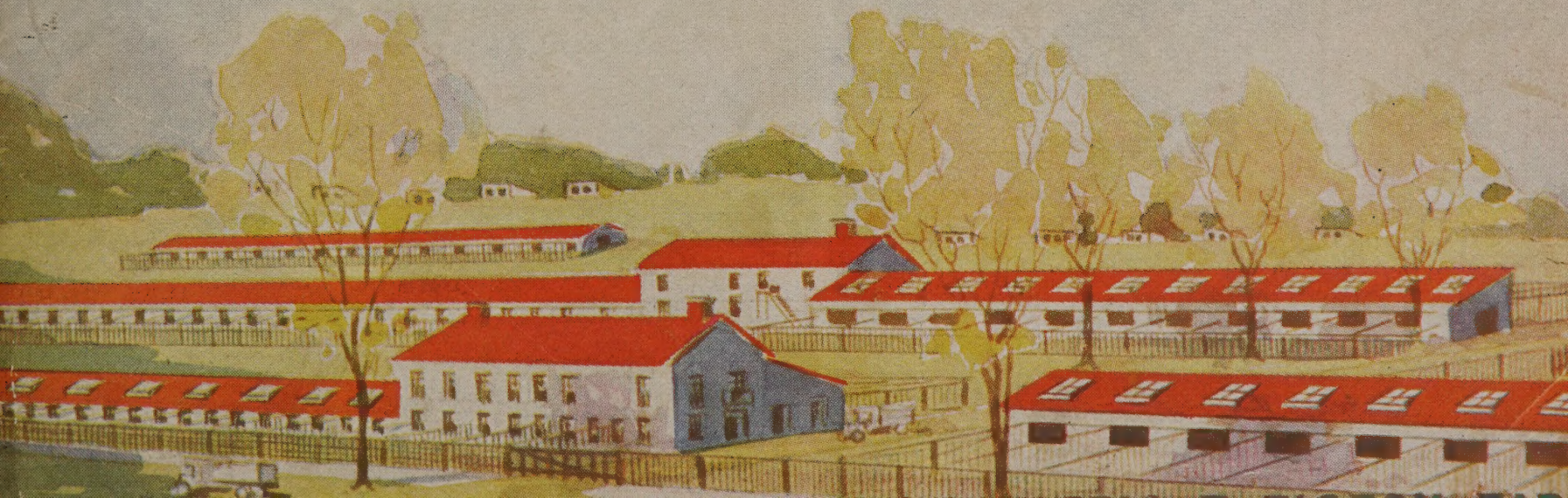
Clinton, Iowa

This is **Frank Foy's**
Annual **BOOK** *of*

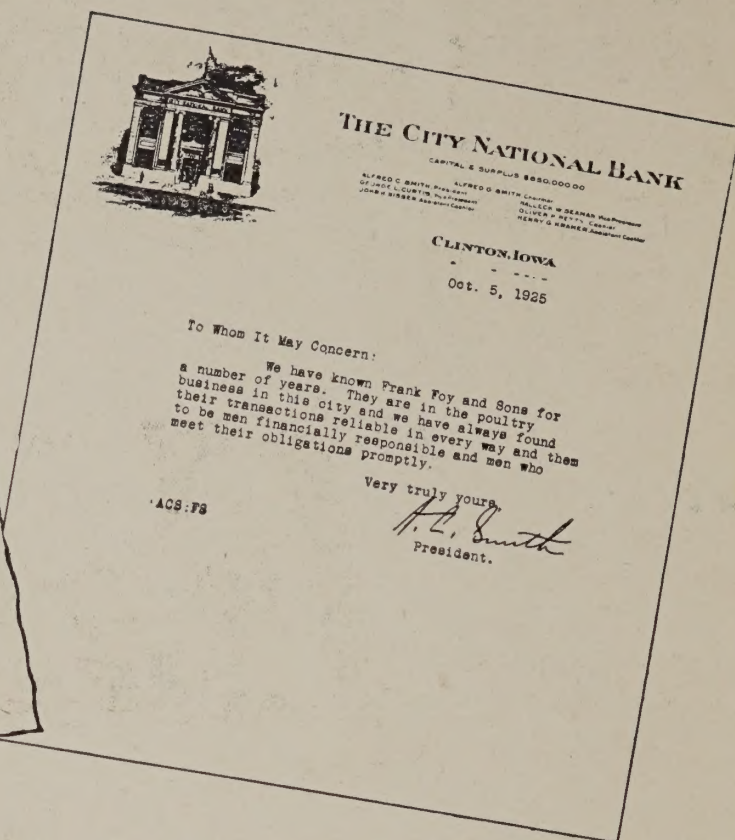
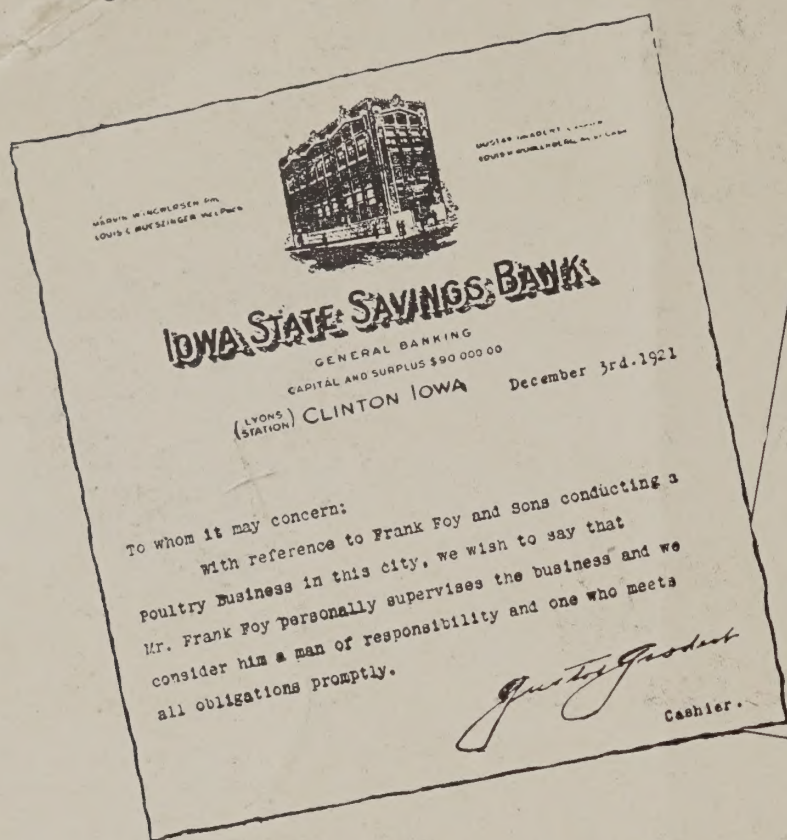
**POULTRY
& PIGEON** *facts!*
containing

Complete Illustrated Encyclopaedia
of the
Poultry and Pigeon Industry

A Recognized Authoritative Text



"By Their Deeds, Ye Shall Know Them"



Here are two letters from Clinton's leading banks to show you what our home town banks think of us. You are safe when dealing with Frank Foy.

Frank Foy's Guarantee

WE POSITIVELY guarantee every fowl, every setting of eggs, every box of baby chicks, every brooder that we sell will be exactly as represented in this book. Further, we guarantee every single setting of eggs bought from us to produce eight chicks, provided they are not broken by the hen which is used to hatch them. This applies to each single setting bought at prices for single settings. We guarantee to replace settings that do not reach up to this guarantee, once during the season, at half price.

This guarantee does not include incubator lots, as no one can guarantee results in incubator hatches, as many who use incubators will not follow directions closely.

We pay all postage and special handling on Baby Chicks. We guarantee 100% live delivery to your postoffice on each and every order.

We will refund you on them, or replace them free of charge, if any are dead upon arrival—but for your own protection, we want you to open them at the postoffice, and get signed receipt to that effect.

Can you get a better guarantee anywhere on earth, from a responsible breeder, than this?

Read This Guarantee Carefully.

The risk and uncertainty in buying fowls, eggs and chicks have been removed.

Get Into the Profitable Side of Poultry Raising

BY CENTERING your efforts on flocks of entirely pure-bred stock, and by depending on *Poultry Headquarters* not only for the right start but also for every expert assistance toward eliminating as far as possible any chance for error and costly mistakes.

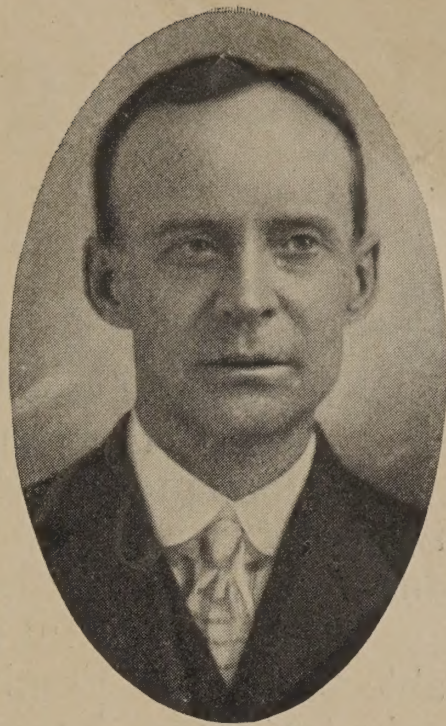
This is my personal advice and message for all who wish to make a success and increased profit in poultry. It is based on my own success and experience of over thirty-two continuous years in the poultry business. The benefit of all this experience and development of better methods is now helping thousands of my customer-friends to realize more money from their flocks.

Frank Foy's Poultry Farm is *Poultry Headquarters* to thousands of prosperous poultry raisers in every part of the country who have been started right with my pure-bred chicks or aided with the addition of my pure-bred strains to their flocks. Each year my customers come back for more eggs for hatching, for additional flocks of baby chicks for raising, for matings to strengthen the strain of their flocks, and for mature stock to increase egg yield. Thousands of new customers, too, come at the suggestion of those who have found success and satisfaction in dealing with me.

This is the thirty-third edition of my catalog, marking my thirty-fourth consecutive year of continuous personal activity and business growth. Starting away back in 1893 in a small way but with the same idea that has steadily built up this business throughout these years—that of raising, developing and handling Pure-Bred Poultry; dealing squarely; and keeping prices reasonable—my business has grown with my reputation.

I have succeeded, I am rightfully proud of my success, of my great poultry farm—*Poultry Headquarters*—and of my reputation among my customer-friends. Rightfully proud, because all this is the result of my customers' successes. Frank Foy and his ideas and his farm alone could not have built up the big institution this now is, with the buildings and equipment that are partly pictured in these pages, and the immense facilities that now serve you, if my customers had not found satisfaction and a very definite increase of profit in dealing with me, not once but year after year.

I have found my success in helping others to gain, and as it is to my interest to increase your success you can be sure of my personal care and interest in your order. Make this *your Poultry Headquarters*, too.



FRANK FOY

Founder, sole owner and manager of the Frank Foy Poultry Farms, whose 34 years of continuous activity and progress have made him known as one of the leading authorities on pure-bred poultry and successful poultry raising. He has done much to make poultry raising the pleasant and highly profitable industry it is today. The reputation of Frank Foy and his Poultry Headquarters is nationwide.



CHARLES W. FOY

A worthy follower in the steps of a successful father. Keenly interested and constantly active in every branch of this great business, Frank Foy's son has been his father's chief assistant in the management since he left the Iowa State University four years ago.

The Right or Wrong Start— *Which Shall It Be?*

THE degree of your success, and the promptness or delay with which you will reach it—depends on the very start you make in the business of poultry raising. You can practically insure your success and profit at the start if you go about it in the right way—with the right stock and the right kind of expert aid to eliminate the costly errors and time-killing methods of the usual beginner.

When successful poultry raisers with years of experience find it profitable to look to Frank Foy Poultry Farms as Poultry Headquarters, not only for advice but also for regular additions to their flocks through pure bred baby chicks, pure strain matings and mature egg-producing selected fowl—beginners may well follow their example and let this reliable, long established and successful poultry expert give them the right, quickest and most economical start—just as he has done for thousands of others.

Don't make the costly mistake of seeking merely the lowest price or yielding to the temptation of unreasonable claims for the product of less

known hatcheries. It does not take any *more* money to start *right*. Your investment may buy you more *birds* elsewhere, but the *same* amount of money here brings you more quality, purer and stronger strain, less trouble, and greater profit from your flock.

Cheaper priced stock from breeders of less certain reliability will eat just as much feed, take even more care and attention, and yet give less return in the way of profit. The best way to insure success is to buy baby chicks of pure-bred strain, or mature birds bred for heavy laying, from a long established, successful breeder.

"A Fine Mess of Poultry." Mess-call in a fine army of profit producers from POULTRY HEADQUARTERS. Start right with pure bred stock, house and feed your flock right, and nothing on the farm will pay you better for the time and money invested.



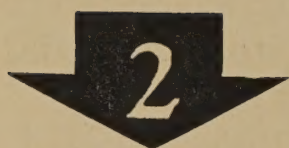
Choosing Your Foundation Stock

The Five Essentials

ONE of the greatest hazards of the poultry business is the very ease with which one can make a start. The prospect of big returns from comparatively little investment—often greater, in proportion, than with other farm products—is so tempting that some people go at it too hastily and with too little consideration of the few really necessary precautions. In buying your first chicks or flock, five points should be considered:



Bred-To-Lay Of first importance is the matter of securing only pure bred, *bred-to-lay* strain in the chicks or birds you start with. In this way only can you be sure that your flock will increase and begin producing profit for you in the shortest possible time—and yield the greatest return right along.



Best Breed For You Consider your object—whether you plan to raise poultry for egg-production alone, for the live or dressed poultry market, for show purposes, or for a combination of these. Some breeds are better than others for various purposes. Don't guess, but come to *Poultry Headquarters* for advice and *pure bred* stock.



Health and Vitality Next to the bred-to-lay quality in your flock there is no greater factor for success than the health, vigor and vitality of the chickens in your flock. This quality must be cultivated in a breed through years of careful selection and culling. Start with a strong and sturdy, pure bred flock.



Utility and Beauty Only in pure bred poultry will you find both utility and beauty. Utility, in the utmost of profit return with least expenditure of effort and cost—and prize-winning beauty, if you wish it. But whether for show or market there is no more pleasing or satisfying sight than healthy, vigorous, profitable, pure bred birds.



Year-After-Year Profit This, after all, is what you really seek in entering the poultry business. All the more reason, then, to make your first step a sure one. Avoid the guesswork, the first year mishaps, and early disappointments and losses by letting Poultry Headquarters take out all element of chance, and start you more than halfway on the road to success—or set you on the right track if you've made a poor start.

**the 1st
essential**

Start With Bred-to-Lay Stock

THAT is the only basis on which you can build up a successful and profitable business in poultry—quickly and with any degree of certainty. The increase of your flock, the quantity of eggs or fowl for marketing, the quality of your poultry stock and the price it will bring—even your cost for raising, and your margin of profit—all depend on the laying capacity bred into your chickens.

Without good stock, the product of long years of pure strain breeding, careful selection and culling for greatest egg-laying ability, you can not make money from poultry in any amount large enough to make it a really profitable business.

True, any flock of hens, even the too plentiful common scrubs, will make some money for its owner if properly housed, fed and cared for. But it is too apt to be only "pin money," the profit from each hen so small that it takes an enormous flock to make any worthwhile amount—and the larger such flocks, the greater your expense and trouble.

The Hen That Lays Is the Hen That Pays

The hen that lays eggs regularly day after day, month after month, the year 'round is the money-making bird—good as a government bond with never-failing income on your investment. That is the *bred-to-lay* hen, and with careful pure bred matings, she reproduces her kind, increases her value and your profits from your flock.

Good flock average in laying is the main thing for poultry raisers, on the farm or with the back yard flock, and you can be sure of getting this only by starting with a flock of *all* positive bred-to-lay strain.

Selecting fowls for this egg-laying quality is a science that can not be picked up or learned in a few months. It takes many generations of a breed and years of close attention, exact breeding and expert culling to

produce a strain that will breed true to shape, color and best egg-laying ability. On the Frank Foy Poultry Farms, this process has been going on under my direct personal supervision. Today the *Frank Foy bred-to-lay* hens are a certainty—always among the biggest and steadiest producers of eggs.



A flock of Foy White Plymouth Rocks, the kind that lay plenty of large eggs and make money for their owner.

The Best Breed for You

the 2nd
essential

YOUR main object in taking up poultry raising is, of course, to make money—to make a profitable business of it—and to put your business on a profit-paying basis as quickly as possible. There are several ways to do this, but there is one right and best way for you. The thing to do, then, is find the one best suited to your purpose.

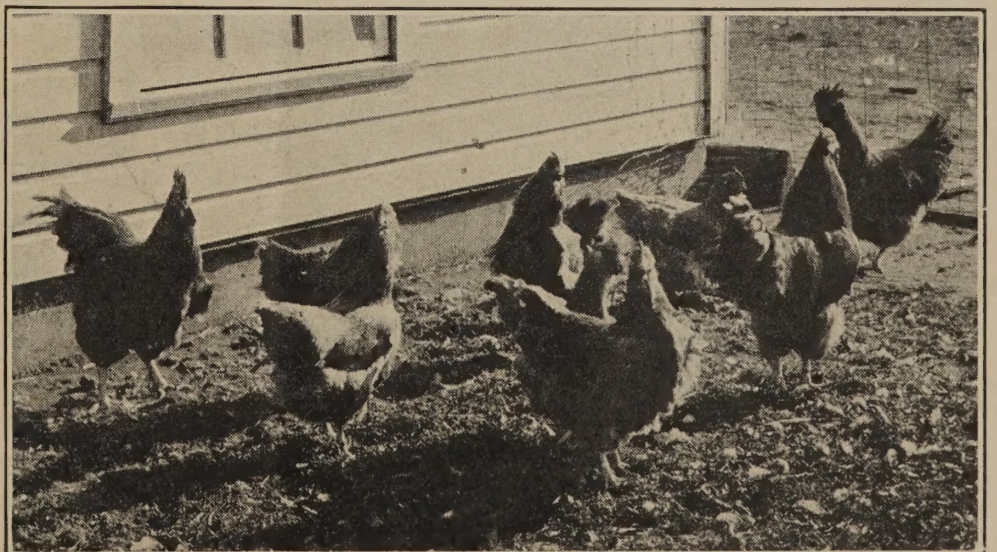
Certainly there is money and profit to be made from poultry. If you could look ahead one or two years after you have made the right kind of a start and see the figures in your bank book you would be even more determined to succeed, eager to profit by the experience of others and accept their advice and help at the start.

It is a fact that the American hen, in one year, earns enough money for her owners, the American poultry raisers, to buy all the gold and silver in the world and corner several other very profitable crops, wheat, rye, etc., besides. That is—for those of her owners who have gone about poultry raising in the right way—who started right and who have avoided the costly haphazard and trust-to-luck methods of those who complain of poor profit.

There's a Good Living in Poultry Well Kept

There is money to be made from eggs; eggs for market or for hatching. Profit, too, in raising poultry for food—for the live or dressed poultry market. Others make a fine living off fowls bred for poultry-show and breeding purposes. Whatever has been your choice or purpose, *everything* in the way of success will be affected by the very start you make in the selection and care of your first flock.

Formerly a beginning poultry raiser was left to chance and his own experiments, with much loss, discouragement and long wait for success. Now he has only to decide which market—eggs, table fowl, or show birds—he prefers; bring his problem here to *Poultry Headquarters*; and with the minimum of expense and bother be started more than half way on the road to poultry success.



Buff Orpingtons are ideal for either eggs or market, in addition being beautiful to look at. Unusually vigorous and grow quickly to maturity.

**the 3rd
essential**

Then Consider Health and Vitality

THE success of your start in poultry raising—the progress and profit of your very first flock—hinges on the health and vitality that is bred into your first chicks. Undoubtedly the best way to make a start nowadays is with a flock of baby chicks. To attempt to make a start by hatching your own first flock from eggs in the home incubator is not unnecessary but risky, haphazard and wasteful of time, effort and money. Modern scientific hatcheries with mammoth equipment and improved methods now take out all the bother, and uncertainty of egg hatching, and save the poultry raiser many months of the time between his start and the return on his investment.

But even the largest and finest of hatchery equipment can not do more than merely hatch the eggs—and eggs from poor or mongrel stock will hatch into poor and mongrel chicks in the best of incubators. You need to look beyond the size and equipment of the hatchery from which you buy your first chicks if you would be sure of making a right start. Consider not only the hatcheryman, his knowledge and experience in the selection of eggs for hatching, his reputation and the record of flocks from his hatching—but, even more, look to the flocks behind his hatchery; the health, vitality and egg-production ability, from which come his baby chicks.

All My Flocks Are the Result of a Life Time of Knowledge in Breeding and Culling

The Frank Foy flocks that produce all of the eggs for hatching in my mammoth incubators here at *Poultry Headquarters* are all thoroughbred, genuine farm flocks that I have spent years in breeding, culling and building right here on the Frank Foy Poultry Farms. I have made a life work of knowing, breeding and raising the best pure bred strain of the popular

and profitable breeds. For thirty-four years my knowledge and flocks and business have grown, with thousands of customers coming back year after year for new chicks and for birds of the Foy strain to add vigor and vitality to their flocks.

Starting with your first flock chosen from stock of such certain quality, the ordinary worry and early hazards and loss are eliminated for you. With those troubles and chances for profit leaks out of the way you can, with ordinary care and precaution, develop your flock into a fast growing, money-making business.



Foy's Stock, bred to mature quickly, will give you the greatest and quickest return on your investment.

Select for a Combination of Utility and Beauty

the 4th
essential

PRIZE-WINNING fowls in a poultry show are beautiful specimens, a source of pride to the poultry fancier, and bring big prices to their owner. But unless you plan to raise poultry for show purposes only, do not select or breed chickens on the basis of appearance alone. To build up a flock that will be a steady, year-'round income producer, the beginner needs to look closer to the fitness and the production record of various breeds and to the standing experience and reputation of the breeder from whom he buys his first hatch.

You may fancy a particular breed of chickens because you like its appearance, the shape and color of the feathers, or the size of the birds, the beauty of the flock ranging in your yard or on your farm. You will find a lot of hatcheries and breeders who specialize in raising and breeding the particular type that you thus prefer; and they will probably furnish you with fine specimens of that breed. But their knowledge and experience, and all their facilities, are usually limited to that one line. Unless you are an experienced poultryman yourself and *know* that is the one best breed for your purpose, you may miss a better chance for richer profit in some other breed that may be better for you.

Select Your Breed With Your Object in Mind, Whether for Eggs or Meat, or Both

Keep in mind your object—whether it is to make money from eggs, from market fowl, from breeding show winners, or whatever it is. There are some types of poultry that are better money-makers in that line than others. Some produce larger, better and more uniform eggs for the egg market; others make meatier and tastier table fowl.

My intimate knowledge and life-long experiment and experience—not with one breed but with *every* breed for every poultry purpose—for over 34 continuous years here on my Frank Foy Poultry Farms, gives you a source of *positive* knowledge and correct advice. My future success depends on your future orders; so you may know I am going to see that you not only get the best selection from my hatchings and flocks, but also the *right* type and breed to meet your conditions and purpose—when you come to me for your start in the poultry business.



Utility and Beauty combined in the flock of
White Leghorns from Frank Foy Poultry Farm.

**the 5th
essential**

The Most Profitable Year By Year

ABOVE all, in selecting your first flock, make sure that the chicks you are getting are of a quality that will grow into steady income producers in the shortest possible time and with the least cause for trouble and mishaps.

There is money to be made from poultry—with a great and growing demand for poultry products bringing better prices year by year. You can make a comfortable living, the same as thousands are doing right along; or you can build up a big and prosperous business. But success in either direction depends on building up a flock that will produce a year-'round profit year after year—with the least amount of delay and losses at the start.

It is not the sudden profit of a one-season extraordinary yield, nor the sensational price obtained for a prize fowl or two—not the high laying record of a single hen, nor the blue ribbons you win—but the steady, day by day flock average of eggs you sell, and the weight, flavor and quality of your market fowls, that bring you the year by year profit in this business.

The Difference in Good Stock Is the Difference Between Success and Failure

Quality Pays. A possibly few cents more paid for your first chicks—even if you start with fewer birds—bought from a reliable breeder, and of a known pure bred strain, is money wisely invested. Starting with good stock means the difference between 50 and 150 eggs in a year from your average hens, and the difference between a healthy, flourishing flock and a sickly, scrubby lot of uncertain strain yet very certain expense.

By good stock, I mean fowls from large and expertly tended flocks that have been closely bred to lay for years—of a strain rigidly culled to constantly breed for the surest and steadiest money-bringing qualities.

When flocks have been so bred and raised for years in succession by one who has done nothing but make the knowledge of all breeds of poultry, and the improvement of their marketable qualities, his life work—chicks or fowls from such flocks are bound to give a beginning poultry raiser a safe foundation to start.



A Flock of Foy's Light Brahmas. Note the snappy color and type. One of the grand old breeds noted for its meat qualities, and prolific layers of good size eggs in quantities.

Why Not Have Your Poultry Keep You?

THE poultry business of America, in one year amounts to over a billion dollars. That is the market value of the products from poultry farms. Still the market calls for more—every year the demand is growing. There will always be a demand for eggs and poultry as long as people eat.

You can start in a small way, and you don't even have to depend on the big city markets. One Illinois farm woman does not sell an egg to stores or produce men from January to March as she has more orders from neighbors in those months, at good prices, than she can fill.

One customer in Missouri, who started with 500 White Leghorn baby chicks three years ago, now has a flock paying over \$2,500 a year net profit.

In two years Mrs. Knutson, Minnesota, has developed her farm flock of pure bred White Wyandottes until it brings her \$400 a year.

Over in Indiana another farmer's wife gets \$600 or more every year from her small flock. She has developed a 200-egg strain in her Barred Plymouth Rocks, by trap-nesting pure bred stock.

Kenneth Deakin, Iowa, has a flock of 112 Anconas. In the months of June and July he netted \$85.00 on his sale of eggs.

Mrs. J. A. Waters, on another Iowa farm, recently made a five-months' test. From January to June her 125 Rhode Island Reds produced 12,472 eggs, a higher average than any other in the state, with a feed cost of \$156.25. Her receipts were \$373.16.

Another customer of mine, a man in Kansas, who is not a specialist in poultry breeding, but who buys pure bred stock to improve his flock just as carefully as he does his other stock, hatches and raises about 300 chicks a year, selling all but 100 at frying size. Last year the 100 hens he kept earned for him \$6.10 each—a profit of about \$3.60 per hen. He estimates these hens paid him *a profit of \$1.00 for each hour* he worked with them.

Eggs and poultry are the quickest cash products the farm can raise. Too often the flock is kept just as a source of pin money for the wife.

That is the old idea. The farmer who makes a regular department of poultry; raises pure bred, high egg-average flocks; has a year-'round income—no off years—no bad seasons.

Poultry built a new garage, paid the winter coal bill as well as for all its feed, and brought \$1,000 besides, in nine months on a small Iowa farm.

Over in Michigan, in the heart of the fruit belt, one fruit grower has turned his 100 acres into a poultry farm after finding that chickens paid him better and steadier profit than fruit grown on his place.

You can raise pure bred poultry anywhere. No need to pull up stakes and take up a new location to succeed. Stay where you are—no matter how small your place. You can begin—right—in a small town back yard, or small farm lot.

One of my best customers is making a comfortable living on one acre and a half and started with five pure bred Rhode Island Red pullets and a cockerel.

Forty acres is not a big farm, but how many farms of that size can show a *profit* of \$1,500 at the end of a year. One of my farmer customers does that with a flock built up from 28 pure bred Barred Plymouth Rocks. That was in Michigan, too.

Poultry gives occupation, healthy outdoor activity, and no small income for those discouraged, handicapped or unequal to the strain of other business. \$1,500 a year, besides health, activity and happiness, are what Mrs. Gable of Illinois is getting from her poultry flock—and she is over 65 years of age.

In Wisconsin a man, forced by health to give up his profession of teaching, found his first year in the poultry business paid him more than two of his teaching years. After only five years he is now one of the leading poultry men.

Mexico, Mo.

Frank Foy & Son,
Clinton, Iowa.

Dear Mr. Foy: I thought I would write you a few lines in regard to my White Leghorns that I bought of you last year. I got 500 of your quality stock and my brooder house was too small, so I lost quite a few by having them too crowded, but had no disease among them at all. I raised 300 of them. I now have around 150 pullets and got 62 eggs from them yesterday as cold as it was. They are sure a fine looking bunch. I think I have the finest bunch of White Leghorns in this part of the country. They certainly are good layers and that is what I want.

Yours very truly,
John M. Burchfield.





Living, breathing, lively, bustling little lumps of gold. Put a few dollars in a fine, sturdy flock of little pure breds like this and you literally see them grow—yes, your dollars and your chicks. You can even count your chicks before they are hatched

in this business—when you buy them Foy-hatched. Always sure of a full count—the exact number you want to raise—and every one with health, vitality and productivity bred-in.

The Quickest Way to Poultry Profits—Start With Baby Chicks

IN THIS day when every business makes use of every possible means to speed production, save time, eliminate unnecessary processes, and cut labor and operating costs, poultry raising has kept pace with other industries. Modern scientific hatchery methods and equipment have built up a gigantic production machine that has done most to increase the success of the average poultryman. The greatest element of chance in the business has always been the selection and hatching of the eggs. Loss from partial hatch, mongrel chicks, and death of chicks, usually follows home hatching or inferior incubating equipment. Scraggly flocks composed of batches of chicks of different ages—hence needing different care and feed; mixed sizes, uneven maturity and yield—besides more work, time and expense to raise—all these result from the old home incubator way.

Strong, Vigorous, Peppy Chicks—All for Little More Than the Eggs Would Cost

Nowadays the beginner can *avoid all the bother, time-killing, uncertainty and actual money loss at the start* by buying his first flock already hatched for him from a large, scientifically equipped hatchery—one with a reputation and record for the quality of the chicks it sells. No cost for eggs or setting hens—no incubator to buy and guess at how to run—no big cost for mature birds. You can buy a flock of pure bred chicks of finer strain, and with better health and vitality than you could ever produce in your incubator—chicks that it has taken years of close breeding and culling to produce—all for little more than the eggs alone would have cost you.

Better still—you *have all your flock the same age, growing uniformly*, all fed and handled alike with the least amount of trouble and expense, and yielding eggs or marketable fowls at the same time.

Your Success Is Assured When You Buy Foy Baby Chicks

Buying your first baby chicks from me, you get not only the same pure bred quality that has pleased all my customers but also the right kind of advice and information to help you—either in the selection of the breed to best suit your purpose, or in any point that you are uncertain about. I am not a specialist in any one breed—my knowledge and experience over 30 years covers all kinds—and my only preference to recommend or sell you is for *the breed that will make you the most money*, considering your object and conditions.

The name of Frank Foy and the reputation of the *Frank Foy Farms* has been known to successful poultry raisers everywhere for over 34 years for absolute quality poultry. Thousands of people wanting to start in the poultry business have been referred to Frank Foy for their first flocks. The fact that my business has continued all these years, and grown steadily by the return of thousands of customers year after year, is proof of the satisfaction—and the success—of my patrons.

When You Order Baby Chicks From Foy You Can be Sure of—

1 *The Best* Not only my best, but the very best to be had. When I sell you poultry or chicks you are assured of getting finest quality. I don't have to keep or sell culls. I have large enough flocks so that I can afford to sell only birds that will be a credit to me and profitable to my customers. You can get no better chicks no matter where you go.

2 *Pure Bred* When you buy chicks you want to know that the hen that laid the egg was a good egg producer, otherwise the chick has not a chance of being a producer for you. My years of raising and selling pure bred stock, and the thousands of repeat orders I get, are your guarantee. My chicks are all from pure bred, laying strain hens.

3 *Healthy Chicks* Methods of hatching have a lot to do with the health and growth of chicks. The kind of equipment needed for producing robust, fast growing chicks in great quantities costs more than small hatcheries can afford. Here the chicks come from the largest, most scientific incubators—every chick with its full birthright of health and vigor.

4 *Bred To Lay* To get the most profit from your flocks, the hens you raise must lay eggs all the year 'round, steadily and with high flock average. This ability must be bred into the chicks you start with. My immense flocks are closely bred and carefully culled to maintain the highest possible quality of productiveness in each strain.

5 *Lowest Cost* Yes, the lowest price for the best quality—not in the "bargain counter" or "cut price" sense, but in the good, common sense fact of getting the utmost of inbred profit-making qualities for the amount you spend. Lowest cost, too, in the smaller degree of loss of chicks, less expense for raising, and therefore greater margin of profit to you.

6 *Reliable Dealings* The growth of the Hatchery business in the last few years has attracted hundreds of newcomers. Some of these new hatcheries have been started by poultry breeders and specialists in one or another breed—reputable, and of good standing. These are good firms to deal with if you *know* the strain they sell is the one best for your purpose, or know the breeder personally. But the beginner will do best by dealing with The Frank Foy Farms, where the size, equipment and 34 years of reputable standing guarantee your success.

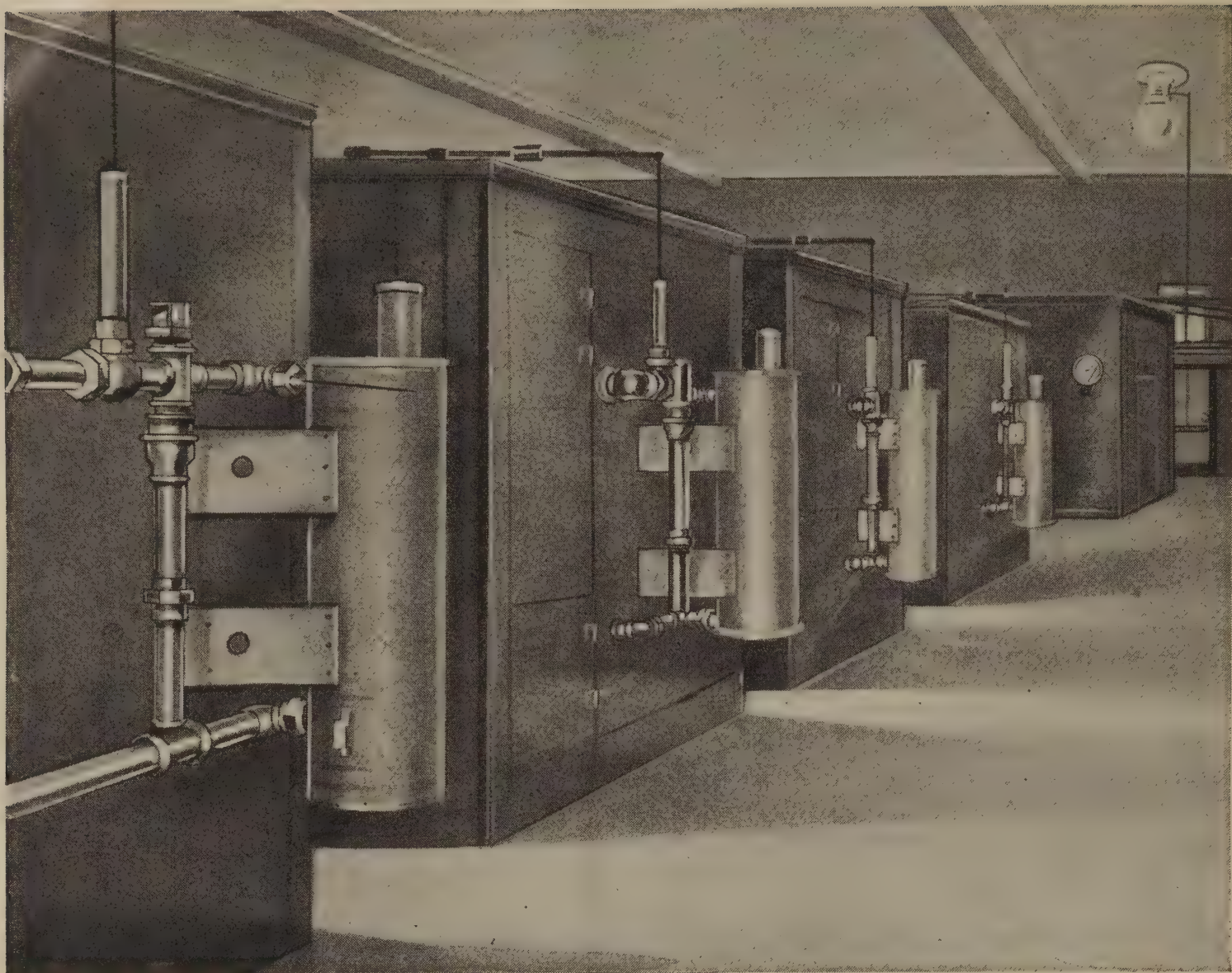


Our Quality Strain Chicks

For people who demand and are satisfied only with the utmost best—here is the Foy Quality Strain. Foy Quality Chicks are hatched from parent stock selected particularly for heavy egg production, but also for standard markings, build and beauty. Such strains take years of time, patience and skill to produce. When you buy Foy Quality Chicks you buy the *best* of the best. Yet they are priced but little more than our Standard Strain—than which you can buy no better elsewhere.

Our Standard Strain Chicks

The sturdy vitality of my flocks and the high fertility of their eggs give me big hatches—all from this pure bred, closely culled productive strain. This lowers my own production costs so I can give you these better chicks at no higher prices than others ask for ordinary chicks. In fact, customers tell me my Standard Strain Chicks are far better than those for which some hatcheries ask even higher prices.



My Poultry Plant and Hatchery

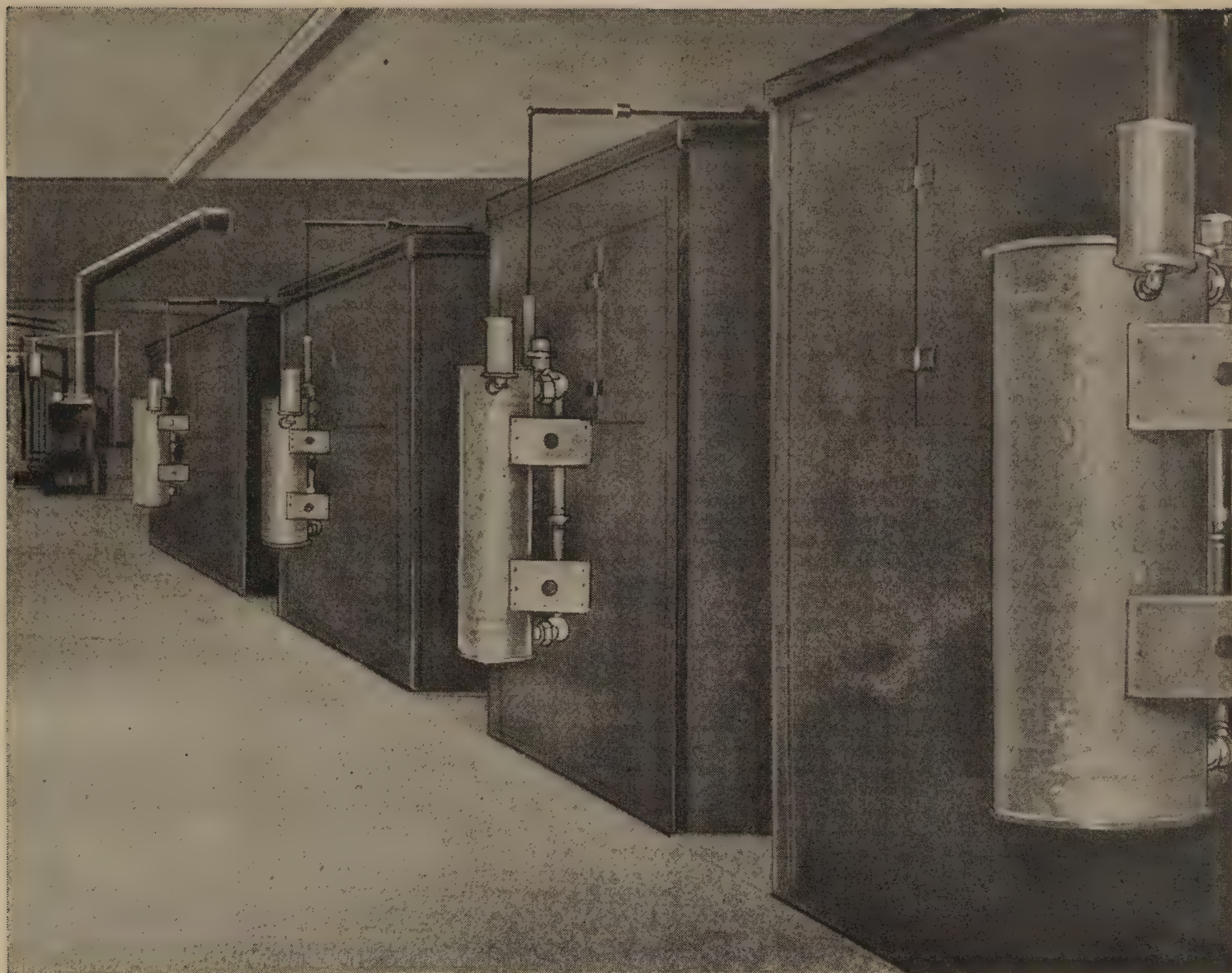
THREE HUNDRED AND FIFTY THOUSAND chicks hatched at one time—one million, two hundred thousand chicks hatched in one season. That is the capacity and the regular output of this mammoth battery of giant incubators that compose the hatching facilities of the Frank Foy Farms—*Poultry Headquarters*.

Here, on this and the facing page, is shown a panorama of the hatching room of my plant. The picture is from an actual photograph—but even the camera could not show it all; this is only a partial view and does not show the entire battery of these great, scientific machines. There are more back of where the camera stood—and each incubator with a capacity, not of dozens, but of thousands of eggs.

Week after week these incubators are pouring forth thousands of pure bred Foy Chicks to supply the constant demand from customers in every part of the country. Every day hundreds of downy little newcomers chip their way into the light of day snug in warm depths of these great machines—surer, safer and with far greater chances for living and growing than under the most motherly old hen. Every chick uniform in quality—with an equal heritage of health and vitality—with every other chick in the hatch. Besides, all the chicks of one of our hatches come to you the same age; they grow up uniformly, begin laying all at the same period, and mature together—so your profits begin coming in the same way. Flocks hatched at home or in small batches, are of unequal ages, unequal growth, unequal in chances at feed and care—and unequal to the task of bringing you an even, steady profit.

Hatching chicks—the method and equipment used—has a lot to do with their health, constitution and the rate at which they grow. Some incubators and hatcheries produce weak, under-sized, stunted, forced-hatch chicks that take more care to raise than the average raiser can afford to give them. The kind of hatching equipment necessary to produce robust, sturdy chicks in great quantity costs more than the small hatchery can afford—hence they are too often handicapped by lack of proper facilities to give you uniform quality or prompt service on your order. Here at *Poultry Headquarters*, because of my immense and adequate equipment, you are always sure of the quality and performance of the flock you buy, and of the fullest and best service.

Only last year I was forced to enlarge the capacity of my hatchery department by



the addition of six more of these big incubators. Incidentally such an additional item of overhead in one year would have worked a hardship on a smaller establishment, with maybe an increase in prices to its customers. In a plant like mine, with the profits of many years behind it, and the enormous present business, this is just an incidental item of natural development in no way affecting my customers except to provide them better service.

Naturally the beginning poultry raiser is more interested in the hatchery department of my business and in my equipment to render him the aid he needs at the start. But the hatchery is only one phase of this plant, the Frank Foy Poultry Farms. Wherever poultry is raised the name and reputation of Frank Foy as a raiser, breeder, hatcher and authority on pure bred, fine strain poultry of all sorts is known. If I do know any one thing well it is the subject of poultry—not one particular breed, but all kinds. I have made the study, experiment, breeding and development of chickens my life work. I know from having gone through them, the troubles, trials and triumphs of this most fascinating and—if handled right—most profitable business. Also, from having done it for thousands of others, how to start and to steer a beginner in the way to success.

Here at Foy Farms we raise pure bred flocks of all breeds, from which we can supply eggs for settings, mature fowls to enlarge your grown flocks, and matings to improve the strain of your flock. We can also help you in the development of show-winning fowls. No one is more interested in prize-winning poultry than I, but we do not breed our flocks to the object of unusual show qualities or for egg-laying records in contest. For we do not overlook the fact that it is the sturdy, steady producers; the large flock average for eggs—not the one or two outstanding birds—that bring the bread-and-butter, year-after-year income for the poultry raiser. And it is on this basis that Frank Foy Farms have gone on for 34 years, growing until we are known as *Poultry Headquarters* for the man or woman who wants to make a living in this line.

Naturally, I am proud of my plant; of its present size, its mammoth equipment, its fine products, and its enviable reputation. Candidly, I don't blame others for envying me, if they do. *Poultry Headquarters* is a fine place—not the largest and best possible, because we are still improving and growing—but I feel that there is none any better able or equipped to give you the kind of service I know I would seek if I were in your place.

But my secret pride—the big thing that gratifies me most—is more than my big plant and my growing business. It is what all these mammoth incubators, these thousands of chicks, these acres of pure bred flocks, all represent. And that is the satisfaction—and the success—of my thousands of patrons with Frank Foy Strain Poultry. I have only—and could only have—made money and grown to my present standing by the success of these.

Only Quality Chicks Are Profitable

QUALITY PAYS—"Blood will Tell." Old "saws," both, but they can not be disputed. Getting the right start in poultry is most important, and Quality rather than Size of your first flock has most effect on your degree of success or your chances for loss and disappointment.

Start with a small flock if you have to, but let it be a carefully selected flock of positive pure bred's costing maybe a few cents more for the baby chicks—and your success is practically assured. With ordinary chicks of more or less uncertain strain—even though the price of the chicks allows ten times as big a first flock—you multiply your troubles, expense and losses.

A little more spent at the start for Quality bred in your flock, can mean dollars of difference when the profits are counted up. You do not necessarily have to spend any more money than you would for scrub chicks. Put the same actual total cash into a possible smaller but certainly better lot—and get off to a *good* start.

Money put into chicks from a strain known for high egg-production—with intelligent care of the flock—is money well spent. It can mean for you the difference between 50 and 150 eggs a year from each hen—between layers and "boarders"—between profit and loss—between Frank Foy Quality Strain flocks and "just chickens."

Frank Foy Baby Chicks are the Result of 34 Years' Breeding For Egg Production and Standard Quality

The name of Frank Foy has been known for 34 years to poultry raisers for quality poultry. Thousands of beginners have sent to him for eggs or chicks to start their flocks, and experienced poultry raisers are regularly using mating from his strains to tone up and improve the quality of their breeds.

In buying baby chicks from me you get the same pure bred, high quality that my customers have found so satisfactory for all these years.

A big part of the profit to be made from every chick is determined before the egg is laid from which it is hatched. The wonderful vitality of the sturdy, pure bred farm range flocks that supply eggs for my incubators, and the high fertility of the eggs, gives me enormous hatches. This great quantity production, maintained the year 'round, enables me to price my Standard Strain chicks at no more than others ask for very ordinary chicks, and my Quality Strain—which can-



not be equalled—at but a very few cents more.

When you buy chicks here you pay nothing extra for the years of experience, the accurate knowledge, and the careful selection, culling and maintaining of pure strain in the breeding fowls that laid the eggs—all of which is back of every chick shipped to you.

Frank Foy Quality is not merely a claim, but a positive and carefully maintained fact.

Frank Foy Chicks are Dividend Chicks

It's a poor investment that don't pay regular dividends on your investment. Every Frank Foy chick is a fluffy, sturdy little gilt edged coupon bond—bearing a lot of interest, without unnecessary worry, until maturity—and maturing early, the coupons in the form of eggs and market poultry yield you a steady income many times the amount of your investment.

Easy To Raise

It is easy to start a successful poultry farm, but you need to start *right*. A false start leads only to false hopes. It is just as easy, now, to make a right start, no matter how inexperienced you may be in poultry matters. You have only to buy your first pure bred chicks from *Poultry Headquarters*—the Frank Foy Farms—and you are freed from all the mishaps, worries and uncertainties that accompany the hatching of a home bred flock, or the hazards of chicks bought from some less well known hatchery.

It is easy, too, to raise a profitable flock from Foy bred, Foy hatched chicks because they are of uniform age and rate of growth—no scattered sizes and ages to require different feeding and care—all the same pure bred quality, no scrubs or mongrels—all maturing and beginning to produce for you at the same early period, no stragglers. You have less trouble and expense with Foy chicks, and more success.

Cheap, uncertain stock is less reliable; will eat just as much feed, and need even more care; yet give you not half as much in return for your trouble and the money you spend.

Not Susceptible To Disease

One thing that poultry raisers have found is an especial advantage in buying and raising Frank Foy Strain birds is the fact that they are less susceptible to disease than the average run of hatchery-bought stock. This is true because of the extreme care taken in the breeding, raising and culling of the flocks that provide the eggs for our mammoth hatching plant. Freedom from disease is first a matter of a chick's in-bred constitution and ability to throw off the attacks of disease. Secondarily it is a matter of proper housing, sanitation, feeding and care, which things are entirely up to the owner and raiser after the chicks are hatched. But first be sure that each chick you start with has been given its birth-right and full heritage of health, vitality and stamina that comes from a long and careful history of breeding and culling—and it will do its sturdy little best to help you keep disease out of your flock.

With Ordinary Care Foy Chicks Grow Into a Money-Making Flock For You

Success in the poultry business, like success in any other line, is entirely up to you after the start. Even a right start with the very finest of pure bred chicks can only carry you part way to success. But I will say that in the poultry line, with the kind of a start you can make with Foy Chicks, it is easier to succeed than in many another field. Poultry has solved the income and living problems for thousands of men and women—even for those who have found difficulty or failure elsewhere.

Poultry raising calls for none of the hard work of farming or the wearing manual labor of many of the trades. It is work that women and children, every member of the family can assist in and enjoy. No long course of education and training is needed—nothing more than ordinary common sense, ability to do light work, and a willingness to take and profit by the advice of those who have made a life work and a success of the business.

Thousands of my customers who are doing well with Frank Foy poultry are not one bit more capable, intelligent or better workers than you. Just so surely as these have found success, so can you—if you decide now and act at once.

If you avail yourself of my experience and advice, start with my pure bred chicks—if you take your little flock and your work seriously and do not neglect it—I can practically guarantee you'll find poultry mighty profitable. Poultry will not stand neglect, but the pure bred hen is a willing worker, and, treated right, she will repay you with a golden harvest.

We Do Sell Summer Chicks

You can make a start at any time. I sell pure bred chicks late into the summer. Many poultrymen have found that raising summer chicks from Foy stock is so easy, and the profits so good on late broilers for Thanksgiving and Christmas trade—besides the advantage of having pullets start laying when egg prices are highest—that they have made a big demand for late chicks. Last year my incubators operated up to the middle of July and orders kept coming for chicks even in August.

CHICKS LOOKING VERY GOOD

Hampton, Virginia.

Chicks arrived safely yesterday and all alive. They are looking good considering the long trip. I hope to have good luck with them.

Yours respectfully,

Mayme S. Woods.



Bellefontaine, Ohio.

Frank Foy Poultry Farm, Clinton, Iowa.

Dear Sirs: Please send me your catalog and prices on baby chicks. The chicks I received from you last March certainly did fine. My pullets were laying at five months and five days old. They were the quality strain White Leghorns. One cockerel at the age of five months weighed five pounds.

Yours truly,

John H. Van Horn.



Houston, Texas.

Frank Foy & Son, Clinton, Iowa.

Gentlemen: Received the Houdan baby chicks April 29th in fine condition. They are healthy, fine looking little fellows.

Respectfully,

B. K. Dotson.

Every Chick Is Carefully Inspected Before Being Shipped

You take no risk in ordering baby chicks from the Frank Foy hatchings. In the first place, my guarantee fully protects you. My reputation, long years of experience in raising, breeding and hatching pure strain chicks of every breed, and my big plant and facilities, all insure your satisfaction with the quality of the chicks we ship.

In the second place, shipping of baby chicks by mail has long since passed the experimental and hazardous stage. Here the packing, routing and promptness of delivery have been so carefully standardized that millions of chicks are sent from here to all parts of the country with practically no loss. Full count, upon opening the boxes, is the rule—even over, as we invariably add some extra to make up for any accidental loss en route. Chicks hatched the Foy way, from Foy Farm bred stock, are as strong and lively and vigorous when you receive them as if you had taken them right out of the incubator.

Please Order Early

It will be wise for you to place your order for Foy bred chicks early in the season. The capacity of my hatchery is so great that you are surer here than anywhere else of getting what you order at the time you want it. But the demand for my chicks last year was three times as great as the year before—and already the new season gives promise of bringing even greater call for them. You will be safer and surer if you make up your mind as to your wants, or seek my advice as early as possible and get your order in to me at once.

Every order is given a number as soon as it is received and shipment is usually made upon the day requested, but if delay is unavoidable, the earlier numbered orders get first attention. Even if you do not want delivery until later, get your order in now or soon as you can, with instructions as to when you want it shipped. This way you get first service and prompter shipment at the time you do want it than do those whose orders for that date come in later.

For example, last spring a spell of particularly fine weather brought sudden rush of orders at one time. Everybody seemed to take a sudden no-

tion to raise poultry or add to their flocks. While our splendid facilities were equal to the emergency and all orders were filled promptly, just the same, the sudden rush did not interfere with those who ordered months in advance for delivery that time getting their chicks first. That was what we had promised them, and what we promise you—first come first served. If you want a certain variety on a certain date, don't wait until near that time, but order now. If weather or other conditions make a later change necessary you can tell us later.

Our Terms

Our usual terms are cash with order. Dispensing with a credit department and large accounting force such as a business the size of ours would need helps keep our prices for chicks as low as they are. The *one exception* to this rule is in the case of advance orders. Order now for any future delivery and you need send but 10% of the total price—the balance of the money to reach us three weeks before the chicks are shipped.

All chicks are shipped by parcel post, *postage paid by us*. No chicks will be shipped C. O. D.



1928 Price List of Foy's Quality Strain Chicks

1

Standard
Markings

Splendid show fowls—bred
for fine appearance and
true-to-type markings.

2

Vigorous

Full of vitality, health and
vigor. All faults and weak-
ness bred out.

3

Improved
Type

Constant careful breeding
and close culling of the
strain improves type.

4

Heavy Egg
Production

The result of particular
breeding for this one qual-
ity through generations.

5

Extra
Profitable

The extra quality bred into
this strain shows in the ex-
tra price they bring you.

FOR those who are satisfied only with the *very best* I recommend my *Quality Strain* chicks. Quality chicks are chicks whose parent stock have been selected for heavy egg production, standard markings, utility and beauty. Such strains are not developed in a year or two. It requires many years of time, patience and skill. When you buy Quality Chicks you are buying chicks from the best stock that we have been able to produce. *They are the best of our best.* That is why we ask a little more for the Quality chicks than the others, although they are all good.

Prices on Quality Strain Chicks

Variety	25	50	100	500
Single Comb White Leghorns	\$4.25	\$8.00	\$14.00	\$65.00
Single Comb Brown Leghorns	4.25	8.00	14.00	65.00
Rose Comb Brown Leghorns	4.25	8.00	14.00	65.00
Single Comb Buff Leghorns	4.25	8.00	14.00	65.00
Single Comb Mottled Anconas	4.25	8.00	14.00	65.00
Single Comb Black Minorcas	5.25	9.50	16.00	75.00
Barred Plymouth Rocks	5.25	9.50	16.00	75.00
Buff Plymouth Rocks	5.25	9.50	16.00	75.00
White Plymouth Rocks	5.25	9.50	16.00	75.00
Single Comb Rhode Island Reds	5.25	9.50	16.00	75.00
Rose Comb Rhode Island Reds	5.25	9.50	16.00	75.00
White Wyandottes	5.25	9.50	16.00	75.00
Silver Laced Wyandottes	5.25	9.50	16.00	75.00
Buff Orpingtons	5.25	9.50	16.00	75.00
White Orpingtons	5.25	9.50	16.00	75.00
Golden Laced Wyandottes	6.50	11.00	20.00	90.00
Black Langshans	6.50	11.00	20.00	90.00
Light Brahmas	6.50	11.00	20.00	90.00
Silver Spangled Hamburgs	6.50	11.00	20.00	90.00
Houdans	6.50	11.00	20.00	90.00
Jersey Black Giants	6.50	11.00	20.00	90.00
Cornish Indian Games	6.50	11.00	20.00	90.00
Blue Andalusians	6.50	11.00	20.00	90.00

See early order discounts on other side of page.

Broiler Chicks

These are Heavy Mixed of no particular breed, composed mainly of Rocks, Reds, Wyandottes, Orpingtons and other heavy breeds. These will run 90% heavy. No discount on Broiler Chicks.

	50	100	500
Heavy Assorted	\$6.00	\$11.00	\$55.00
Light Assorted	3.50	7.00	35.00

In ordering baby chicks, stock or eggs, if you have a second or third choice, name it. We might be sold out of the first choice, but could fill the order without delay if you named second or third choice. Some people leave it to us to choose for them after giving a description of about what they want.

Frank Foy Poultry Farm, Clinton, Iowa

(OVER)

1928 Price List of Foy's Standard Strain Chicks



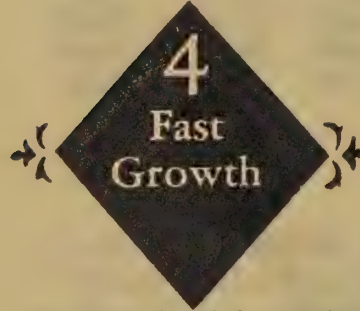
Positively all pure bred stock. Not a mongrel or off-breed chick in the hatch.



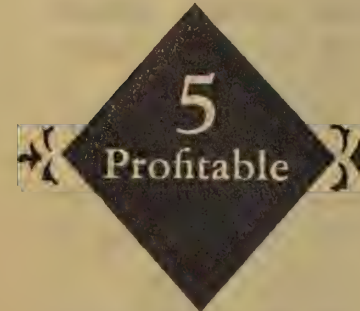
Vigor and vitality bred into the eggs before the chicks are hatched keeps them well.



High fertility of flocks from which these are hatched insures this quality.



Vigorous health enables them to grow to early maturity with least handicaps.



Uniform quality and uniformity of yield from your flock bring surest profits.

THE wonderful vitality of my flocks and high fertility of eggs gives me big hatches. This reduces my cost of production so that I can price my Standard Strain chicks at prices no higher than others ask for just common chicks. The great number of people who buy my Standard Chicks year after year proves that they are highly satisfactory. In fact, I believe they are equally as good, if not better, than the chicks that most of my competitors are asking more money for.

Early Order Discount

Protect Yourself With a Small Deposit

You are allowed a discount when you send your order in a month or two in advance of delivery date. These earlier orders help me, and it means a saving for you.

When you order 30 days in advance of delivery date deduct 1/2 cent per chick. (\$0.50 per 100 chicks.)

When you order 60 days in advance of delivery date deduct 1 cent per chick. (\$1.00 per 100 chicks.)

This means a saving of from \$0.50 to \$1.50 on every hundred chicks you buy. You do not have to send all the money with your order. Just send 10% of the amount, the balance at least a week before delivery date. Full remittance must be forwarded before chicks can be shipped.

We not only guarantee 100% live delivery but we put extra chicks in each and every order.

Prices on Standard Strain Chicks

Variety	25	50	100	500
Single Comb White Leghorns	\$3.75	\$7.00	\$12.50	\$60.00
Single Comb Brown Leghorns	3.75	7.00	12.50	60.00
Single Comb Buff Leghorns	4.00	7.50	13.00	63.00
Single Comb Mottled Anconas	4.00	7.50	13.00	63.00
Single Comb Black Minorcas	4.25	8.00	14.00	65.00
Barred Plymouth Rocks	4.25	8.00	14.00	65.00
Buff Plymouth Rocks	4.25	8.00	14.00	65.00
White Plymouth Rocks	4.25	8.00	14.00	65.00
Rose Comb Rhode Island Reds	4.25	8.00	14.00	65.00
Single Comb Rhode Island Reds	4.25	8.00	14.00	65.00
Silver Laced Wyandottes	4.25	8.00	14.00	65.00
White Wyandottes	4.25	8.00	14.00	65.00
Buff Orpingtons	4.25	8.00	14.00	65.00
White Orpingtons	4.25	8.00	14.00	65.00
Black Langshans	5.25	9.50	16.00	75.00
Light Brahmas	5.25	9.50	16.00	75.00
Silver Spangled Hamburgs	5.25	9.50	16.00	75.00

Frank Foy Poultry Farm, Clinton, Iowa

(OVER)

Please Read Carefully

When you order, please write or letter your name and address very plainly, giving county, postoffice, R. F. D. route number and box number. This avoids mistakes, delays and unnecessary correspondence. Also *give telephone* number, if you have a 'phone. We add this to the direction label so the postmaster can notify you at once on the arrival of your shipment.

Remember, if you are at all undecided as to the best breed for you to raise—the kind that will be most profitable for your purpose, be it eggs, market fowl or a combination of the two—*write to me* for correct and impartial advice. I have no one breed to boost or favor—I sell all kinds, so my only motive in advising you is to make you a more successful poultry raiser. Tell me how you are situated—on a farm, small place or in the city—how much room you have for a flock—your object in raising poultry—how much you want to spend—and I will make a profitable selection for you.

Straight orders for one kind or breed of chicks are easiest to fill, and best for you. Do not order too many different kinds at one time as this might delay your shipment. Should we be short in some one kind listed on a mixed order we would not be able to fill the order as promptly. Many people have the idea that the more kinds

they order, the better the flock. On the contrary—ONE variety always does BEST.

However, it sometimes happens that some breeds hatch better than others, and we have more chicks of one breed than of another. If, in such emergency, you will accept chicks of another breed, and state a second or third choice on your order, we can fill your order without delay for correspondence or waiting for another hatch of your first choice.

NOTE: It is a good thing to increase your flocks and strengthen the strain of the breed with the addition, occasionally, of good breeding stock—cockerels and pullets of pure bred type. Should you want such breeding stock get my prices first. Let me suggest that in the latter months of the year—June to January—I can quote special low prices on fine fowls in those months. At this season of the year we usually have a number of fine cockerels and yearling hens from our regular breeding pens that would make fine additions to your flocks. We can also offer lower prices, then, on quantity orders for breeding stock. Write for special prices on your needs.

Special Exhibition Strains

I CAN and do sell stock for show-purpose raising. Nobody in the poultry field is more interested in prize-winning fowls, or knows the delight and profit of breeding and raising them than I. And with my lifetime of study, experiment and successful experience with all kinds of poultry, including show fowls, I doubt if there are many who know more about the subject.

Every year when selecting, mating and culling my flocks, I find some birds with an outstanding record or of particularly fine development in show points. These are exceptional specimens of entirely pure strain breed for generations back. They make excellent fowl for entering in shows or contests, or for starting or strengthening a show-bird strain. Frequently I have calls for such birds from customers who are familiar with Foy bred quality, and many of these have taken a number of prizes. Many of our old customers regularly buy these birds—or chicks or eggs from their matings—not for show purposes at all, but for the purpose of getting extra fine cockerels to head their flocks for the coming year. They find this an effective and economical way.

I will not have any matured stock to sell from the special pens in the Spring, but can spare a few chicks and eggs of the following varieties:

Barred Plymouth Rocks
White Plymouth Rocks
S. C. Brown Leghorns
Buff Plymouth Rocks
Silver Spangled Hamburgs
White Wyandottes
S. C. White Leghorns (Prince Pearl)

Light Brahmas
Rhode Island Reds
S. L. Wyandottes
Buff Orpingtons
White Orpingtons
Single Comb Buff Leghorns
Single Comb Mottled Anconas

Chicks, 25 chicks, \$7.50; 50 chicks, \$14.00; 100 chicks, \$25.00.
Eggs, \$3.50 per 15.

Why It Pays to Buy Your Baby Chicks From Frank Foy

—*John W. Davis* (Customer for 25 years)

1. You get the benefit of the advice and experience of a man who has been raising quality poultry of *every breed* for over 30 years.
2. You get the same pure bred, high quality that has given Frank Foy an outstanding reputation with thousands and thousands of poultry raisers all over the country.
3. No matter how large or how small your order is, Frank Foy can take care of it in fine shape—1,200,000 chicks can now be hatched each season in the Foy Hatchery.
4. Frank Foy considers his success dependent on your future orders. This means that he will see to it that you not only get the *best* selection, but also the *right* type and breed to meet your conditions and purpose.
5. When you buy from Frank Foy you know you are getting chicks that are from a pure-bred, laying strain of hens—every chick well-born.
6. You get chicks all the same age so that they can be cared for, fed and handled in a large number with the least amount of work.
7. You get chicks that will *support you*—not the kind that will eat up all your feed, time and profits.
8. You take absolutely no risk. Frank Foy's iron-clad guarantee protects you.

Why gamble when you buy Baby Chicks? Get into the profitable side of poultry raising by ordering from Frank Foy.

TESTIMONIALS

NEVER SAW HEALTHIER BUNCH OF CHICKS

Received 103 White Leghorn and 27 White Wyandotte chicks March 12th. Every one of them alive. Thanks for the extra chicks.
Byron, Nebraska.
Yours truly,
Wilhelm Freitag.



ALL ALIVE

The baby chicks ordered from you were received all in good condition. Please accept thanks for prompt and liberal shipment. Can readily see that your customers have no grounds for complaint.
Dickson City, Pa.
Very truly yours,
P. J. Butkiewicz.



PRETTIEST LITTLE CHICKS I EVER SAW

My chicks came Monday. They are the prettiest little things I ever saw. Everyone that comes here admires them. My neighbors also received their order without any chicks dead and they are well pleased.
Groveton, Texas.
I remain,
Mrs. J. B. Richardson.



NICE AS ANYONE COULD EXPECT

I received the 60 chicks you sent me, and am very well pleased with them. I still have 58 out of the 60.
Union City, Tenn.
Yours for future business,
E. E. Smith.



RECEIVED CHICKS ALL O. K.

Received the baby chicks O. K. Only three dead. The rest are very lively and doing fine.
Pleasant Valley, N. Y.
Yours truly,
Mrs. R. M. Denmore.

DISTANCE CONSIDERED, STOOD TRIP FINE

I received the 102 Anconas with only two dead. I think it wonderful the way they stood the trip. I expect to order some more chicks of you in the Spring. Some of my neighbors that saw my chicks are going to place their orders with you also.
Sebastopol, California.
Yours truly,
Ellen A. Ingram.



VERY MUCH PLEASED WITH YOUR CHICKS

Received my chicks this A. M. and am very much pleased with them. Only three dead in the bunch. Considering the long distance they had to come I think this extra good. I also thank you for the extra chicks.
Geneva, Ohio.
Yours truly,
Philip Wolpone.



NOT A SINGLE CHICK DEAD WHEN ORDER WAS RECEIVED

On May 23rd, I received my shipment of 100 Rhode Island Reds and 50 White Leghorns. There was not a single one dead, and I have only lost a few since I received them. They are doing fine.
Seneca, Pa.
Yours very truly,
Willard E. James.



NEVER SAW SUCH A LIVELY BUNCH OF CHICKS

I am writing to you to let you know that I just received my chicks. They are lovely, all alive and in good condition. As this is the first time I have sent for chicks I hope I have good luck with them. Now, I thank you for your promptness in sending my order, as it was just a week that I sent it in. I hope to be able to send you more orders in the future.
Dover, New Jersey.
Yours truly,
A. Tobin.



"Snow Drift"—The White King

White Plymouth Rocks

HERE we illustrate a White Plymouth Rock Cock drawn from life by the famous nature artist, Professor Falk. The title of this member of the royal family is Snow Drift—The White King. No picture or written words can begin to do justice to this royal bird, with snow white plumage, and with the pleasing contrast of the red comb, wattles, face and ear lobes, yellow beak and shanks.

The White Plymouth Rocks are exactly the same as the Barred Plymouth Rocks, except in color of plumage, which is as white as snow. The young chicks when hatched are sometimes of a bluish color, but feather white, and stay white.

This picture gives you an idea as to what a fine bird Snow Drift—The White King—is. Many think it does not do him justice, although I think Professor Falk did his best to make the picture true to life.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks.



Barred Plymouth Rocks

A DESCRIPTION of this well known American breed is hardly necessary, as they stand acknowledged as the best general purpose fowl in the world today. It is the bird for business and deemed by many the best fowl for home and farm raising. It is not only a good layer but quick to develop for the early market. As a far-sighted farmer once said to us, "When you kill one you have got something." Their plumage is a beautiful blue barred. They have good size; clean, bright yellow legs; and are accustomed to any locality. They are excellent, all-year-round layers, and as a fancier's fowl have reached a popularity never before known. The Barred Plymouth Rock is always the largest class at the poultry shows and strictly choice specimens nearly always command a higher price than other breeds, which proves their sterling merit. Utility and actual worth are the basis of this popularity and make the Plymouth Rock *a bird of destiny*.

If you want the *real thing*, genuine blue Barred Plymouth Rocks, send your order for stock and eggs to the Frank Foy Poultry Farm.

My birds are of the true Plymouth Rock shape, well barred to the skin, beautiful leaden blue surface color, free from purple sheen and brassiness, deep in the breast, wide in the rear of the body, thick in the thigh, good red eyes and good combs, real high-class Plymouth Rocks in every way.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.

Plymouth Rocks Are the American Fowl

THE Plymouth Rock is today the most popular general purpose breed that we have. It suits the American public better than any other breed, and it is no doubt true that there are more fowls of Barred Plymouth Rock descent in this country than any other variety.

Plymouth Rocks are valuable just in proportion that they will make money for the breeder. The highest scoring bird in this variety would not suit my views unless it were capable of reproducing in its progeny fowls of high class, considered as Standard birds, and females of great laying qualities. I have believed for years that beauty and utility should go hand in hand in breeding poultry, and have selected my breeding stock with these ends in view. The result is I have Plymouth Rocks which are correct in shape and color and will produce eggs in great numbers. The color of Plymouth Rocks of the barred variety is hard to get, but my birds are noted for their good color as well as their plump, massive and solidly meated bodies. From my long experience as a breeder I have learned how to mate for best results, and from my pens the buyer may expect birds of the highest quality, as we have succeeded in developing strains of Plymouth Rocks that are all heavy layers. With the start given by buying chicks or eggs from Frank Foy you raise a flock of hens that are bred to lay—not a few hens, but all of them. Then by proper culling and breeding, grading up your flock every year or so by buying a cockerel from the same blood lines but crossed with other leading strains, it is possible for you to keep a flock that averages 250 eggs for every hen in the flock.

My Plymouth Rocks are bred on the farm. They are hardy, northern raised and can shift for themselves much better than many other strains. It is this vigor, build and egg production that you need in a flock to make it pay.

Dover, Delaware.
Frank Foy Poultry Farms, Clinton, Iowa.

Gentlemen: I received my 50 Barred Rocks all in good condition. They are as spry as grasshoppers. I am very much pleased with them.

Yours truly,
Reginald Robinson.

Maquoketa, Iowa.
Frank Foy Poultry Farms, Clinton, Iowa.

Gentlemen: I received my 500 Barred Rock chicks last evening in fine condition. They seem so strong and bright and I am well pleased with them. Thanking you for the 15 extra chicks, I am

Yours very truly,
Vern F. Haylock.

Kokomo, Ind.
Mr. Frank Foy,
Clinton, Iowa.

Dear Sir: Our Black Langshans with one extra arrived last Monday and were all alive. It rained, snowed and sleeted nearly all last week so we kept them in a large box in the kitchen, but they are all doing fine.

Many thanks for such lively chicks.

Truly yours,
Lewis G. Luttrell.

Mt. Holly, N. J.
Frank Foy Poultry Farm, Clinton, Iowa.

Gentlemen: We received our 25 Silver Laced Wyandottes and our 100 Barred Rocks all O. K. We were surely pleased with them. Because they had to come so far, we thought some of them would be dead, but when we opened the boxes they jumped all over each other. They are surely a fine and strong bunch of chicks. We will recommend you to other people who want fine chicks.

Yours very truly,
Mrs. A. S. Haines.





Buff Plymouth Rocks

THE illustrations will give you a very good idea of the quality of birds we are now offering from our Buff Plymouth Rock Pens. They originated from crosses of the White Plymouth Rocks and several of the Buff breeds. Their general characteristics are the same as with other Plymouth Rocks. They have clean, yellow legs of medium length, and are well adapted to both the fancier and market poultryman. While not as old a variety as the Barred and White Rocks, their breeding qualities are equal to that of any other variety. The merits of the Buff Plymouth Rocks cannot be disputed, as they are in the strictest sense a first-class, general-purpose fowl. They have quite large, nice, well-rounded bodies, and a bright yellow skin. We have some extra-good birds this season, and if you are looking for something good send your orders to The Frank Foy Poultry Farm.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.

The First Step to the Right Start
Is to Use This Order Sheet



FRANK FOY POULTRY FARM
CLINTON, IOWA



Date of this Order _____ 192__

Ship to _____
(Write name very plainly and always the same way.)

Street Address _____

Post Office _____

County _____ State _____

Shipping Point _____
(If different from P. O.)

How shall we ship? Freight _____ Express _____ Parcel Post _____

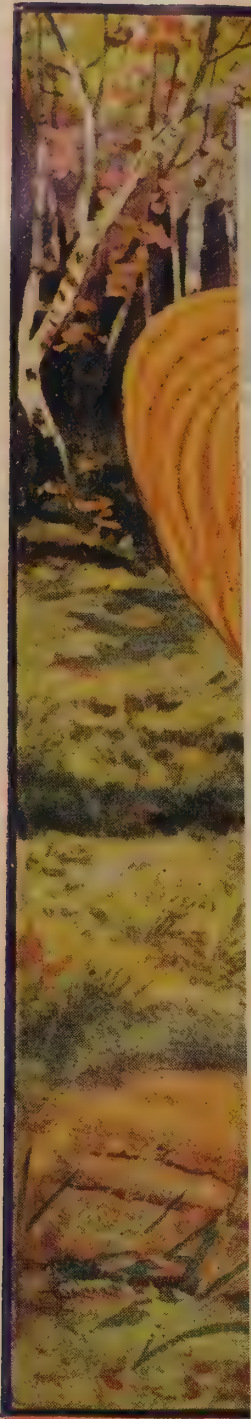
IMPORTANT REQUEST—Please state publication where you saw our ad _____

How Many	Name of Article Wanted and Other Necessary Information	Amounts
Second Choice		
Third Choice		
	Total	

When ordering baby chicks, fowls or eggs, if you have a second choice, please name it in your order. Sometimes we are unable to supply your wants in some varieties so that if a second choice were made we might favor you with a prompt shipment, otherwise we would be obliged to disappoint you by returning your money.

Then—Mail It Today!!

and two
\$40.00.
\$12.00
chicks



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FROM _____

Frank Foy Poultry Farm



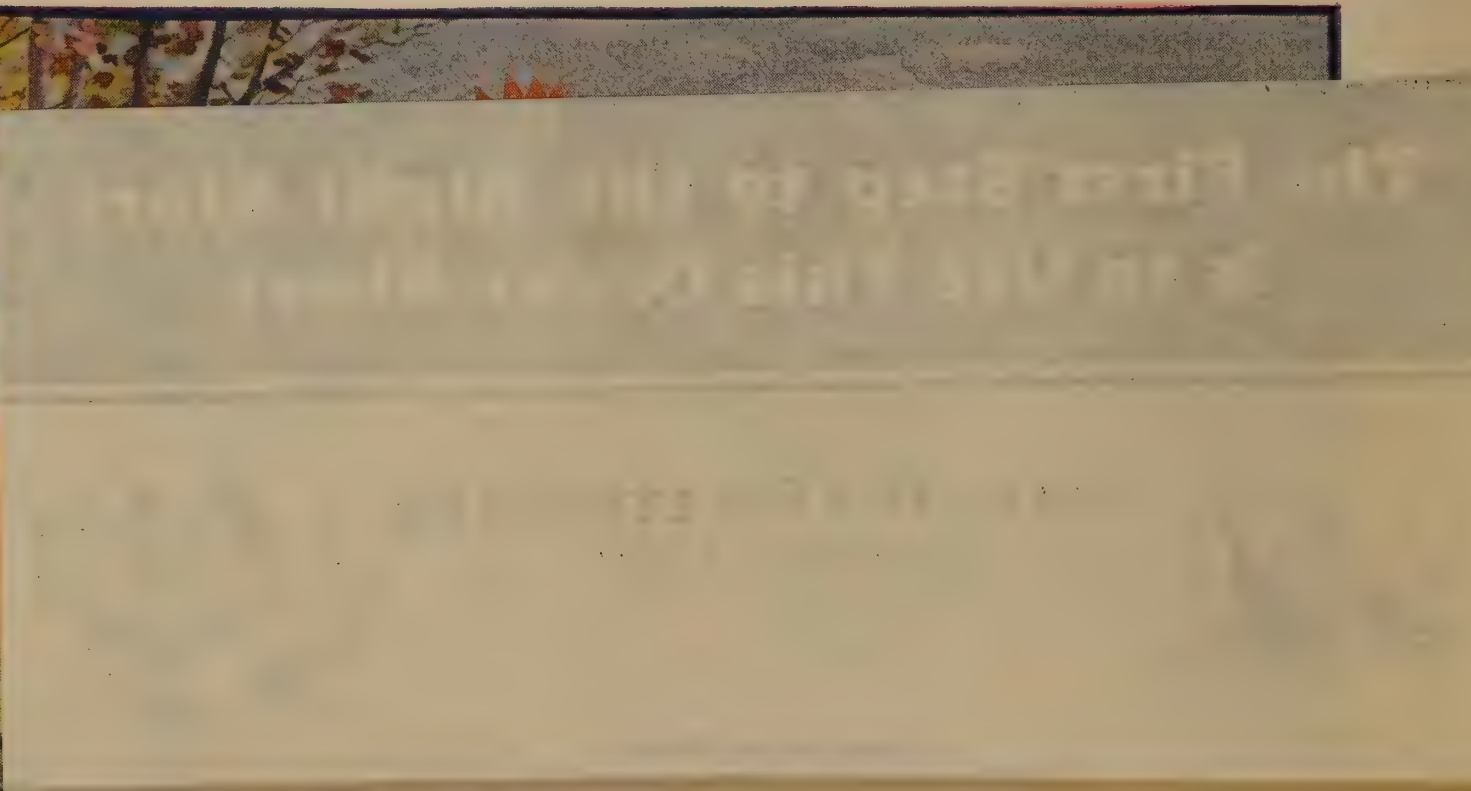
The Home of Quality Chicks
 from Bred-to-Lay Strains
Over 30 Years in Business



Clinton, Iowa

neglect better than any other breed. The birds are
 exactly alike except for the combs. Prices are the same for both varieties. My strains are
 of the best in the country. In ordering state whether Rose or Single Comb is wanted.
 Make second choice if possible.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two
 females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.
 Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00
 per 100. Eggs from Special Matings, \$3.50 per 15 straight.
 See colored insert for prices on Baby Chicks. See page 17 for prices on chicks
 and eggs from Frank Foy Special Exhibition Matings.



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Single and Rose Comb Rhode Island Reds

THE Rhode Island Reds originated among the egg farmers of Rhode Island. This section of the country is exposed to the cold easterly gales from the Atlantic Ocean and the breed was brought up to withstand any weather to be found on our cold and stormy east coast. They are among the most popular of our American breeds and the best winter layers of the American family, under adverse circumstances, as they endure neglect better than any other breed. The Rose and Single Comb Rhode Island Reds are exactly alike except for the combs. Prices are the same for both varieties. My strains are of the best in the country. In ordering state whether Rose or Single Comb is wanted. Make second choice if possible.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.



Houdans

HOUANS in form are square built, very much like the Rhode Island Reds; a long body and a full breast. The Houdan is a French fowl, having been introduced in this country in the early sixties from France. A few of the many points of true excellence it possesses are these:

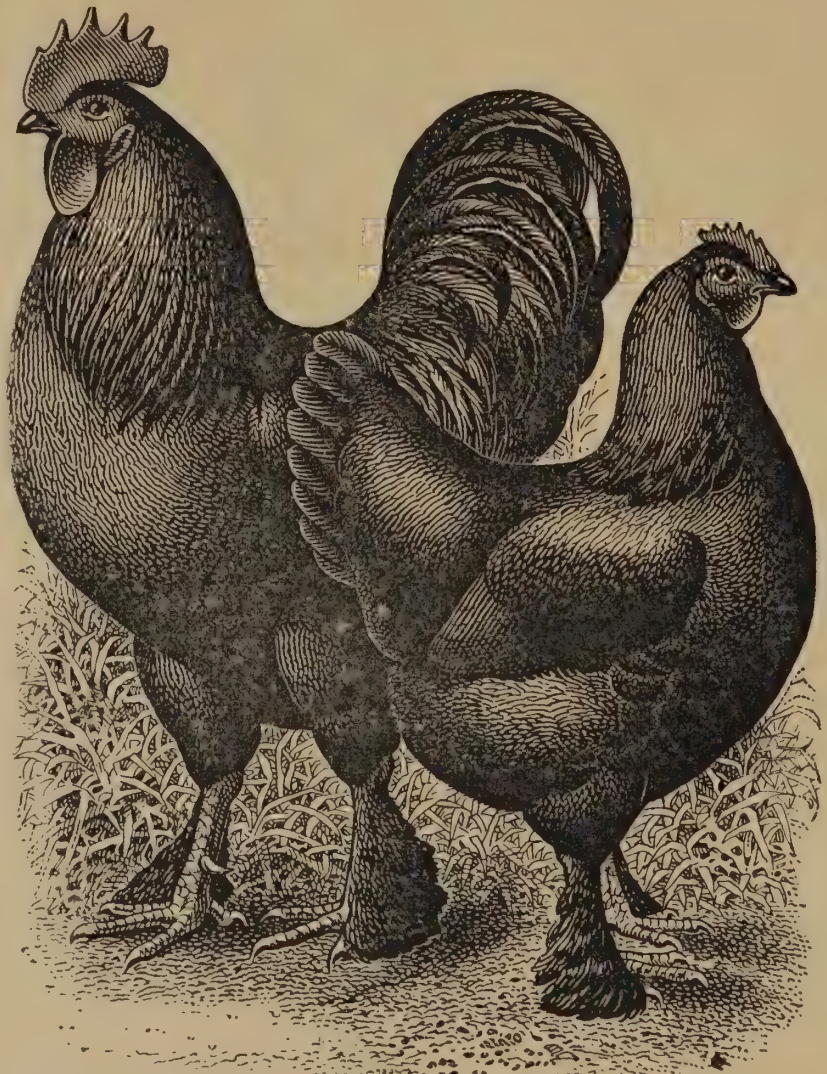
1. Quick to grow and feather as a chick, making broilers as soon as the Wyandotte, Rock or Brahma.
2. Fertility of eggs, nearly every one producing a chick under favorable conditions.
3. Early laying pullets.
4. Great productiveness of the females; hens three to five years old lay as well as when young.
5. Largeness of egg and the pure white shell.
6. Ease of confinement and perfect contentment in restricted quarters.
7. Perfect quality as a table fowl, both as to flavor of flesh and the very small percentage of waste in dress, being only one-eighth part.

Single males, \$6.00 to \$7.00; one male and one female, \$12.00; one male and two females, \$15.00; one male and four females, \$22.00; one male and ten females, \$45.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$5.00 per 15 straight.

Black Langshans

BLACK LANGSHANS are the newest of the Asiatic breeds. For centuries they were bred in the remote province of Langshan, China, unknown to the poultrymen of the West. Major Crood of the British army, having been sent on a mission to the interior of China, discovered these fowls and sent some of them to his daughter in England, where their beautiful, greenish-black plumage, their stately carriage, and, above all, their capacity to produce a very large number of eggs at the time in the year when eggs bring the best price, made them general favorites and they quickly spread all over England and the United States. The Langshan is a magnificent breed. It has never been spoiled in this country by breeding for show purposes, as it came to us in a perfect form, and the best of the breed today can not be told from importations direct from China.



Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.00 per 15; \$3.50 per 30; \$4.50 per 45; \$8.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.



Silver Spangled Hamburgs

THE Silver Spangled Hamburgs are one of the most beautiful varieties that can be found on the poultry list. No one can pass a flock of them without a glance of admiration. For beauty they are unsurpassed, and too much could not be said of this beautiful breed. As egg producers they stand in the front rank, laying the year 'round. In color eggs are white, and medium size. Chicks grow quite fast and mature very early. Pullets often begin laying at four months old. They are very small feeders, and bear confinement in small enclosures remarkably well.

For laying qualities and beauty they stand on their own merits and cannot be over estimated. Hens will weigh from three to four and one-half pounds; cocks from four to five and one-half pounds.

The Hamburgs are a most excellent breed, being very prolific. So marked is this characteristic that they were at one time called "Dutch everlasting layers." The Silver Spangled Hamburg is the most beautiful fowl that grows. It is clear white and black, the two colors forming a striking contrast to each other. The black is distributed in round spots, the end of each feather being one of those round black spots. In good specimens these spots are regularly set in rows, making the breed a distinctly ornamental one.

Single males, \$6.00 to \$7.00; one male and one female, \$12.00; one male and two females, \$15.00; one male and four females, \$22.00; one male and ten females, \$45.00.

Eggs: From No. 1 matings, \$3.00 per 15; \$5.50 per 30; \$8.00 per 45; \$14.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks.



Single Comb Buff and White Orpingtons Are Exactly the Same Except Color. In Ordering, Please State Color Wanted.

Single Comb Buff and White Orpingtons

ONLY a few years ago the Orpingtons were introduced to the poultry breeders of this country by the late William Cook. Today they have a vast army of friends and have proved to be one of the very useful breeds for those who like a big fowl with good laying qualities. Buff Orpingtons are massive in size, a full-grown cock bird weighing ten pounds. They are a beautiful golden buff in color and have white skin and pinkish-white shanks. They are strong, big boned, deep breasted, good layers, good mothers and fine for table use. They are among our best winter layers and are constantly making friends with people who want the best. My Buff Orpingtons are direct from imported stock, from the best English strains, carefully bred to produce sound color and females that are good layers.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.

Single Comb Buff Leghorns

THIS breed came originally from Denmark, a country which has paid more attention to breeding for eggs than any other, and this breed shows the effects of this year-after-year selection. A beautiful buff in color, with bright yellow skin and shanks and blood-red comb and wattles, this hardy, vigorous and prolific breed of fowls is making more friends every year. My birds are from the best families which were first imported into England and from there to America, where they have always been carefully selected for sound color and great laying qualities.

I guarantee you cannot get these prices from any other breeder of the same quality of fowls, sound in color, correct in shape, and all-the-year layers.



Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.



Single Comb Brown Leghorns

THE Single Comb Brown Leghorn is practically an American fowl. It has been nearly seventy-five years since the first Leghorns were brought to this country and they have had many friends ever since. They have always been noted for their laying qualities and the Brown Leghorns have a host of friends, as the red and black plumage of the males, shining like polished metal, and the seal brown plumage of the females, with salmon colored breasts, make a very beautiful fowl. My egg-laying strains of Leghorns have made a firm place for themselves and in the hands of my customers have won many honors at the largest shows. We breed both the Rose and Single Combs. Eggs from both varieties at the same price.



Blue Andalusians

THE Blue Andalusians belong to the Mediterranean strain; they were extensively bred in Andalusia, Spain, over 50 years ago. Their plumage is of a dark and light blue color. They belong to the non-sitting class and are splendid layers of large white eggs. The chicks are hardy, mature early, they grow very fast, pullets often laying at the age of four months, they have red wattles, face and comb, and white earlobes, are very fine in appearance, gay, stylish, commanding the admiration of all who see them. They do not breed as true to color as some varieties. Our stock is exceptionally good, no better to be found in Andalusians.

Single males, \$6.00 to \$7.00; one male and one female, \$12.00; one male and two females, \$15.00; one male and four females, \$22.00; one male and ten females, \$45.00.

Eggs: From No. 1 matings, \$3.00 per 15; \$5.50 per 30; \$8.00 per 45; \$14.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

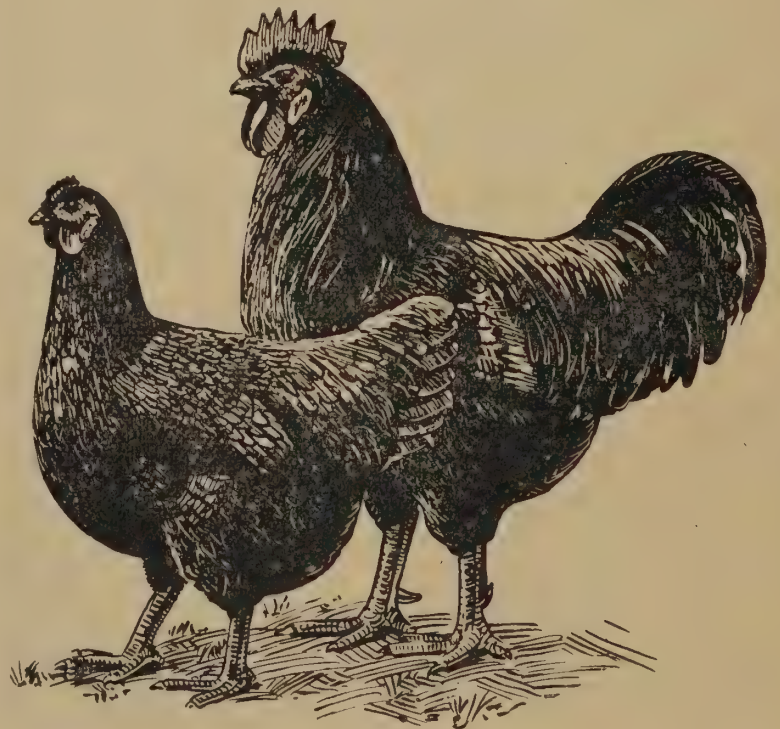
See colored insert for prices on Baby Chicks.

Jersey Black Giants

THE "Goliath" among poultry. They are just what the name implies—giants—being the largest known breed of fowls.

Jersey Black Giants are a strictly American breed, developed for their utility. Their skin is white and the meat tender, making them an ideal market bird. They are good layers for a heavy breed. They have long, broad and deep bodies, lustrous, greenish-black plumage, shading to white next the skin. Cockerels make very fine capons.

I have taken a particular fancy to this breed and am now able to offer a very special opportunity in foundation stock, eggs and chicks.



Single males, \$6.00 to \$7.00; one male and one female, \$12.00; one male and two females, \$15.00; one male and four females, \$22.00; one male and ten females, \$45.00.

Eggs: From No. 1 matings, \$3.00 per 15; \$5.50 per 30; \$8.00 per 45; \$14.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks.



Single Comb Anconas

MOTTLED Anconas belong to the Mediterranean class, hence are classed with the non-sitting breeds. They are similar to the Leghorns in shape and size, have a yellow skin and the plumage is black, evenly mottled all over with white. They are wonderful layers of large white eggs and are fast coming into general favor, since they combine great beauty with the best of practical qualities. They are a non-sitting variety, small eaters, splendid foragers. Their general color is black with white tipped feathers mixed through the black, giving them a spotted appearance. We have a fine flock of these birds and you will find no better any place.

Few people can appreciate the Anconas until raised, and they know from experience how these beautiful black and white chickens lay. They are fully equal to Leghorns in laying qualities. The same large white eggs and lots of them summer and winter, spring and fall. They are especially good winter layers because their energy and constant activity keeps their blood flowing, their appetites keen and they do not sit.

They are easily penned and are as tame as any Orpington ever could be, so that few breeds are better for backyard flocks. Chicks are spotted black and white, and grow fast. My Ancona pullets have been known to lay before they were four months old and they never stop laying.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

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Black Minorcas

THE Black Minorca is very popular, and wherever raised, is considered a valuable breed. Although they belong to the Mediterranean Class they will weigh within one-half pound as much as the Plymouth Rocks when matured. They lay the largest, chalk white egg of any breed that we list. They are hardy, both as fowls and chicks, easily raised, mature early, and pullets commence laying when very young. They are non-sitters, small eaters, splendid foragers, and without doubt very profitable. Their adaptability to all soils and places, whether in confinement or allowed unlimited range, makes them very popular, and suitable to the city fancier as well as the farmer. Their plumage is pure black, with a green or metallic lustre. Their legs are nice and smooth and medium length. The chief and striking ornament of the cock is his comb, which is very large, single, straight as an arrow and evenly serrated; he has a large flowing tail, carried somewhat high. My stock of this variety is simply first class, the best I could get, regardless of price.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.

Cornish Fowls

*Formerly Known as the Cornish
Indian Games*

THIS breed is one of the very heavy meated breeds and excels as a table fowl, being the heaviest known for its apparent size. It is not a common fowl and cannot be found in every barn yard. It is a good general purpose breed and has the laying qualities of the Wyandottes and Plymouth Rocks when they have been bred right. They are a very hardy fowl, being covered with a thick and very close coat of feathers, and have very small pea combs. The general appearance is that of a very powerful bird, body very broad, thick and compact; flesh firm and solid. In the male the plumage of the breast and under body is a greenish glossy black, neck-hackle same color, with brown crimson shafts to feathers; back and saddle a mixture of green glossy black and brown crimson.



Single males, \$6.00 to \$7.00; one male and one female, \$12.00; one male and two females, \$15.00; one male and four females, \$22.00; one male and ten females, \$45.00.

Eggs: From No. 1 matings, \$3.00 per 15; \$5.50 per 30; \$8.00 per 45; \$14.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks.



Golden Wyandottes

THE Golden Wyandotte originated not far from Clinton, and, naturally, the best specimens are still to be found near their first home. I am the originator of the Frank Foy strain, and the birds I offer are well deserving the name they have made as the beauty variety of the Wyandotte family. They are quiet, make excellent mothers, have good size, are very hardy and easy to grow. They are excellent winter layers. Are always bright and clear and do not fade in the sun, as a lot of two colored birds usually do. After laying heavily, their feathers remain remarkably clear. They are justly called the beauty breed.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.



Single Comb

HERE is a fair picture of a group from one of my breeding pens. It represents them better than a photograph, because Mr. Falk, the artist, has combined several photographs in making this group.

For thirty years White Leghorns have been my favorites. My time and care in breeding a heavy-laying strain of White Leghorns has been fully justified by the records made by my flocks.

My pens and flocks from my stock have proved to my satisfaction that vigor, robust health, and ruggedness are as necessary in White Leghorn breeding as high egg production, shape and color.

My customers want White Leghorns that will lay eggs every month in the year under average conditions and with ordinary care. They have neither the time nor the equipment for the pampering which hens demand that are inbred for high egg records under ideal conditions. Wherever you find a flock of Frank Foy Quality Strain of White Leghorns, you find paying, high egg-yielding hens with robust constitutions, that need no pampering.



White Leghorns

White Leghorns are recognized the world over as the egg machines among poultry. Their large, white eggs demand the best prices. They are good foragers. White Leghorns lay more eggs on less feed than practically any other breed. But you need no introduction to White Leghorns; what I do want you to understand is that I give you the advantage of thirty years when you start with Foy Quality Strain White Leghorns.

When you buy stock, eggs or chicks from me you start where I left off after devoting thirty years to building up this breed. Every cockerel and hen is backed by generations of great layers that have been raised under average conditions in a northern climate. Frank Foy Strain White Leghorns make big egg records on the farm or in the back yard as well as in contest pens.

If you want to breed a heavy-laying strain of hens it is of the utmost importance that the male birds are from a heavy-laying strain. The male is one-half the breeding pen, and I believe he is more. I have seen thoroughbred males crossed with just common stock and many of the young birds were so well marked it would take an expert to tell them from thoroughbred. It is through the males, more than

through the hens, that the prepotency runs, therefore, you should use the best males and your chicks will grow to high-power laying hens, and the males will carry that power to all flocks with which you mate them.

In all our White Leghorn matings for baby chicks and eggs we never lose sight of the fact that the males are half of the breeding pen or flocks.

We always select our males from our very best heavy-laying stock. They must have high egg records behind them as well as fancy points.

Eggs Are the One Big Object

Whether you are buying eggs, stock, or baby chicks, your one big object should be to get a start of hardy, vigorous, high-producing strain.

Hens that lay, pay. Therefore, in placing your order for baby chicks buy from a man that knows how to mate up his flock to get heavy layers in all breeds. Of course, some breeds lay better than others, and some strains are better than others of the same breed. White Leghorns are recognized everywhere as moneymakers, and Frank Foy Quality Strain is the best of the breed.

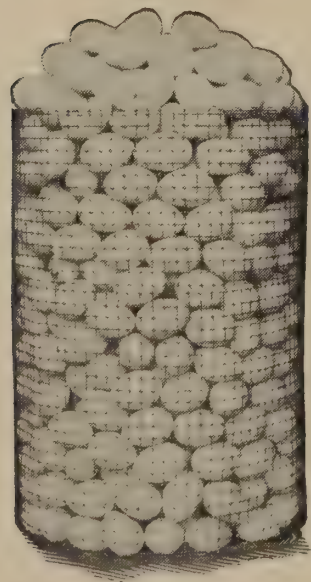
It requires much time, patience and skill to breed heavy-laying strains of poultry. Line-bred cockerels from the best strains are worth many dollars more for the foundation of a flock than poor ones. If you use poor males the half may spoil the whole.

If you are just starting in with poultry much time and money can be saved by starting with the best bred-to-lay stock. In buying your stock eggs, or baby chicks, don't let just a little difference in price stop you.

To illustrate the difference between common flocks of poultry and bred-to-lay stock, I will quote the following from a well-known professor of an agricultural college: Prof. Lippincott, Kansas State Normal College, Manhattan, Kansas, took a flock of 20 scrub mongrel hens, no breed. They laid 72 eggs each in their pullet year. He mated these to a Tancred cockerel and the pullets from this mating laid 155 and nine-tenths eggs in a year. The cockerel was endowed with the capability of transmitting the high trapnested egg record of his forbears to his own posterity. Use cockerels backed by generations of great layers, and your chicks will thus come from prepotent stock and will carry this with them to whatever flocks you care to mate them.

White Leghorns, the Egg Machines

I confess that I like Single Comb White Leghorns. They lay large white eggs and a whole lot of them. In every recent laying competition Single Comb White Leghorns have won. They have made this kind of a record in the American competitions year after year and the same is true of the great original Australian laying competition which has been repeated year after year for ten years. White Leghorns are always attractive because of their beauty and always profitable because they will lay more eggs on less feed than any other breed on earth.



Go where you will and you will find the big egg farms covered with Single Comb White Leghorns, the "Egg Machines" of today. I find that the demand for White Leghorns grows larger every year and I do not wonder at it. Five of these birds can be kept on the same feed that it will require for three birds of the larger breeds, and at the same time the hens will lay from 25 to 30 more eggs in a year than the hens of the larger breeds will, and White Leghorn eggs are larger than the eggs from some of the larger breeds. It is not uncommon for White Leghorns to lay eggs that average 26 ounces to the dozen, while 24 ounces is the average weight of other breeds. The pullets begin to lay when four and one-half to five months old and if given good care will lay right through the winter on until moulting time the next summer.

Stock and Eggs from Thoroughbred Farm Flocks

I CANNOT tell you too often that the flock average in egg laying is the big thing. A flock that pays is the one made up of many laying hens from healthy, northern grown, thrifty stock. A single hen with a record for laying eggs does not make a profitable flock. She is generally temperamental, requires special care and special feed to produce the egg yield, in other words she is a freak that is almost worthless in a big flock.

FRANK FOY Quality Strain is made up of flocks with high egg records mated with the very highest type of pure-bred blood males.

Our *Standard Strain* flocks are made up of pure-bred, high-producing hens and fine male birds. They are as good or better than the stock many breeders put in a special class and ask big prices for.

The hens in these matings are from pure-bred farm flocks that have been under my personal observation for some time and culled for health and egg production. These are high-record, egg-laying flocks that contain many hens worthy of special mating pens. Many of the individuals in these flocks trace direct ancestry to Tom Barron, Tancred and Hollywood strains.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

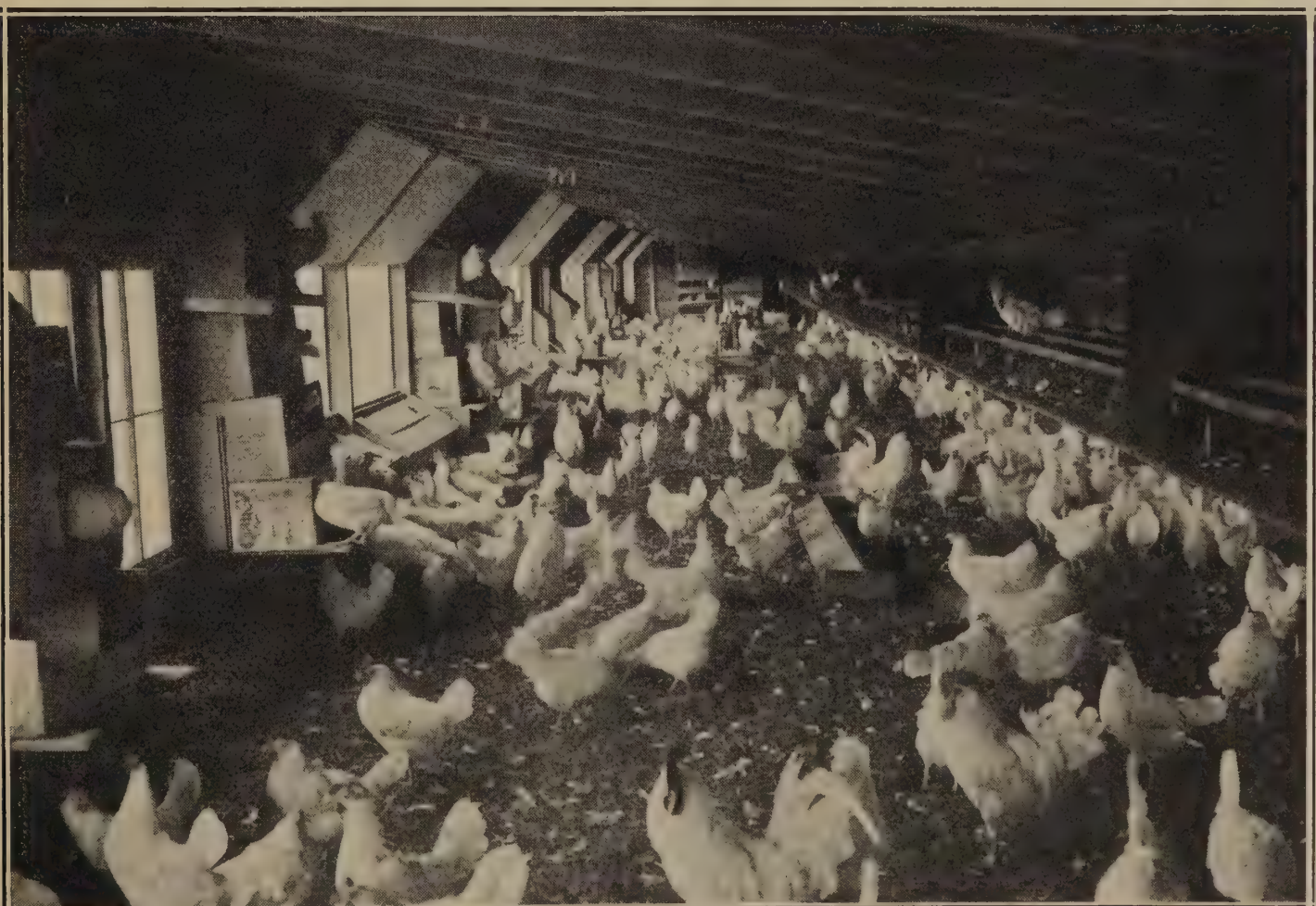
See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.

Our Leading Strains

In addition to my Prince Pearl Strain of S. C. White Leghorns, I have the Tom Barron strain and other leading strains.

If you are thinking of starting an egg farm, or going into the poultry business on a large scale, write me and I can quote you prices as cheap as any one, quality considered. I can help you start right so you can make the business a success.

Where eggs alone are wanted there is no breed that will equal them, providing they have been carefully bred for heavy laying.





Prince Pearl Strain White Leghorns

THIS strain of White Leghorns has been named after the male bird, head of my matting pens, in developing this strain to its present heavy-laying records. This bird is pearl white and a prize-winning five-pointer. Prince Pearl's mother was a heavy layer and through him I have transmitted these laying qualities to pullets. All males in my Prince Pearl breeding pens trace ancestry to this prince among White Leghorns and are from hens with egg records of 250 to 300 eggs per year.

The picture shows what an elegant and graceful bird "Prince Pearl" is, and it barely does him justice, although the artist used his utmost skill in depicting him. In color, "Prince Pearl" and all his mates are pearl white down to the skin. The lustrous surface color gives these birds a place among the White Leghorns of this country as soon as representatives of the family are distributed among those who love this beautiful and profitable breed of fowls.

Single males, \$6.00 to \$7.00; one male and one female, \$12.00; one male and two females, \$15.00; one male and four females, \$22.00; one male and ten females, \$45.00.

Eggs: From No. 1 matings, \$3.00 per 15; \$5.50 per 30; \$8.00 per 45; \$14.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See page 17 for prices on Prince Pearl baby chicks.



Snowbank and One of His Mates.

White Wyandottes

WHITE WYANDOTTES originated in sports from the Silver Laced variety. They have been bred to such perfection that they are one of the most popular breeds of the day. As a breed they have all the good qualities that can be claimed for any other breed. They are easy to breed to type, as demanded by the Standard of Perfection. As egg layers, I think they have no superiors, and will lay throughout the year. As a meat type they have no superior. There is no breed that will stand forcing to the broiler age and maintain that round and plump condition so much admired by the epicure, as the White Wyandotte. If you are looking for something good in White Wyandottes, send your order to Frank Foy, Clinton, Iowa.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.



Light Brahmas

*The Aristocrats of the Poultry Yard—
A Grand Old Breed for Any Purpose.*

THE Light Brahma has the distinction of being the first pure-bred fowl to attract attention in this country. In 1847 or 1848, Isaac K. Felch of Massachusetts procured a bird that came over from China in one of the sailing ships of that day, and from this bird and his mates descend a famous family of this breed. All other breeds have their good and bad years, but the lordly Light Brahma has never lacked for a friend. My Light Brahmas are descended from the original family, from which the once famous "Aristocrat" strain was developed. There is no better in this country. This breed is the largest of our domestic fowls, laying very large eggs and many of them. As a market fowl they have no superior.

Single males, \$6.00 to \$7.00; one male and one female, \$12.00; one male and two females, \$15.00; one male and four females, \$22.00; one male and ten females, \$45.00.

Eggs: From No. 1 matings, \$3.00 per 15; \$5.50 per 30; \$8.00 per 45; \$14.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks.



"SILVER KING" has been selected as the king of all of his breed and he looks just like his picture. I am determined to make the Silver King strain the best in the country and shall not spare time nor money to do so.

Silver Laced Wyandottes

THIS is the old original variety of the Wyandotte family, a little hard to breed as to color, but the best layers in the American class. Strong, easily raised, quick to mature, and as good a table fowl as ever walked on two feet. They have been kept a little in the background by varieties easier to breed to color, but they have always had a lot of friends who have kept them up in every good and valuable quality. They are favorites in every market in the world when it comes to table qualities, and profitable, because they are good rustlers and will do better with ordinary care than most breeds.

Single males, \$5.00 to \$6.00; one male and one female, \$9.00; one male and two females, \$12.00; one male and four females, \$20.00; one male and ten females, \$40.00.

Eggs: From No. 1 matings, \$2.50 per 15; \$5.00 per 30; \$7.00 per 45; \$12.00 per 100. Eggs from Special Matings, \$3.50 per 15 straight.

See colored insert for prices on Baby Chicks. See page 17 for prices on chicks and eggs from Frank Foy Special Exhibition Matings.

Please Read Before Ordering

WHEN ordering fowls, baby chicks, incubators and brooders or poultry remedies, just write down what you want and enclose the money, a postoffice money order, an express money order or a bank draft for the amount. Be sure to seal your letter well and to put a stamp on it, or the letter may be delayed in the mails. We get thousands of dollars in bills each year, which come in letters which have not been registered, but this is not absolutely safe, as it is better to register your letter if you enclose bills or coin. The registry fee is fifteen cents besides the regular postage.

Freight or Express

Fowls and pigeons are always sent by express. Express companies charge for the exact number of pounds in a shipment, while freight is charged for 100 pounds no matter how small the package is. This makes it cheaper to send packages by express usually and such things as fowls and eggs must be sent in this way to avoid delays.

Our poultry remedies, and all small articles, like thermometers, egg testers, etc., are sent by mail.

Our Terms

Cash with every order, whether you are rated A-1, or have no rating at all. We don't mean to be discourteous to any one, it is simply our way of doing business, and it figures largely in making the low prices we do. Everybody knows that the maintenance of a credit system with the consequent bookkeeping, and so on, is expensive. So are bad accounts. We have neither—you get the benefit of the lower prices. You risk nothing by complying with our terms.

Clinton Reached by Main Railroads

Direct railway lines reach from Clinton to every direction. The fast trains on these railroads leave Clinton at all hours of the day and night. Baby chicks, mature stock or eggs are never held up at our station. There are no junctions or transfers from one train to another. We believe we have the best facilities for quick shipment to any part of the country of any large poultry breeder and dealer. We gain from a few hours to a full day in time from the packing to delivery on many hatcheries less favorably situated. Order from Frank for satisfaction.

Now Customers Tell Their Side of the Story

Winters, Texas.
Frank Foy Poultry Farms, Clinton, Iowa.

Dear Sir: I received the pen of Buff Leghorns November 27th and put them in the show at Winters, Texas, December 2nd, 3rd and 4th, and won First Prize on them. I am going to put them in two more shows this month. I surely am proud of them.

Yours truly,
Geo. Speer.



Tire Hill, Pa.
Frank Foy Poultry Farms, Clinton, Iowa.

Dear Sirs: Received pen of Silver Laced Wyandottes Monday evening all in good condition. Friends and neighbors have been coming to see them and all think they are beautiful. We are very much pleased with them, and wish to thank you for them.

Yours truly,
Walter Moore.



Acushnet, Mass.
Frank Foy Poultry Farms, Clinton, Iowa.

Gentlemen: I have received my 52 Brown Leghorn chicks last Friday afternoon in very good condition. I am very well pleased with them and I thank you for the extra chicks. I will do the best I can to give you my egg record next spring.

Yours very truly,
Arthur Picard.

Refugio, Texas.
Frank Foy Poultry Farm, Clinton, Iowa.

Dear Sirs: My chicks which I got from you on April 20th are doing fine. When they arrived every one was living. I never saw a better bunch of chicks in my life. Will you please send me some poultry literature—on how to produce fall and winter eggs; culling; feeding the dairy calf?

Yours very truly,
Hal Clarkson.



Goshen, N. H.
Frank Foy Poultry Farms, Clinton, Iowa.

Gentlemen: We were more than pleased with the 103 chicks. Every one was alive which we consider a wonderful record considering the long trip. At the present writing they are all healthy, vigorous and growing. We are going to place another order in a few days.

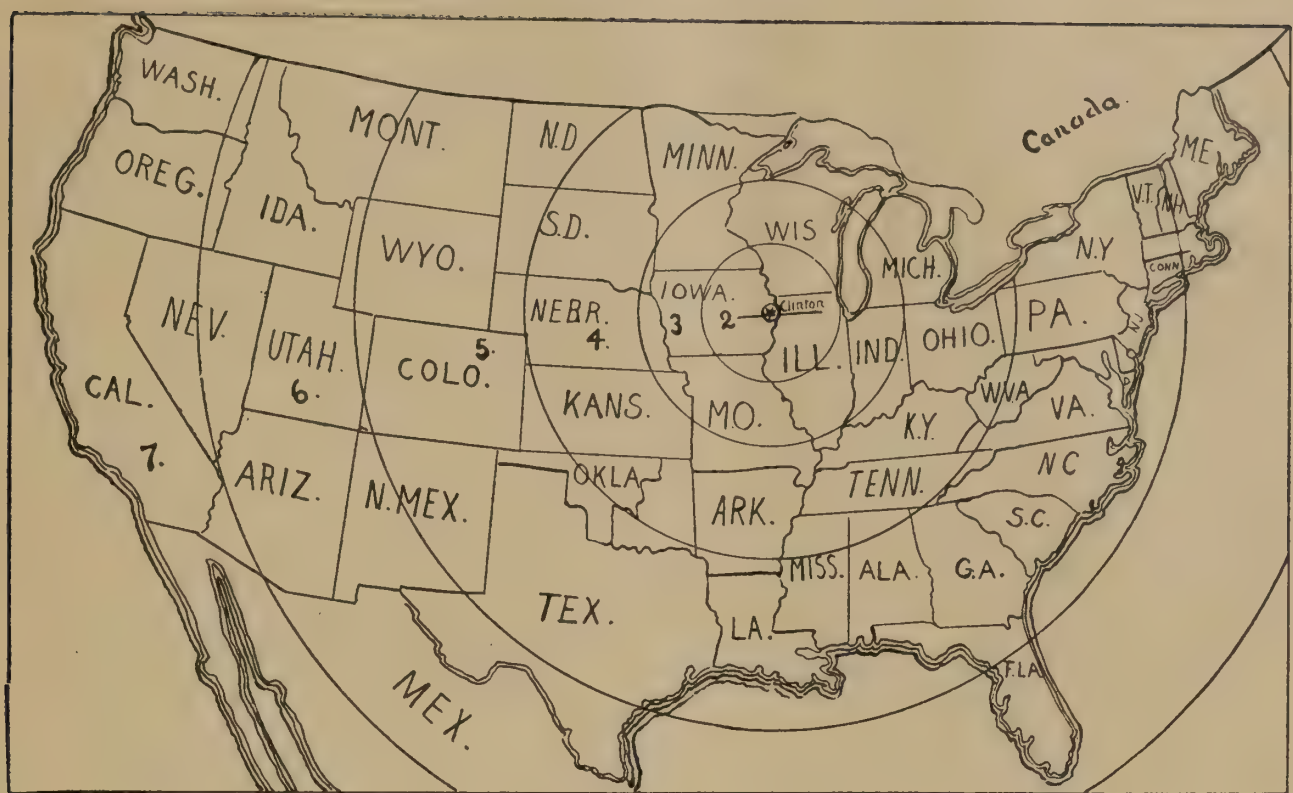
Yours very truly,
Mrs. A. B. Babb.



Rangeley, Maine.
Frank Foy Poultry Farm, Clinton, Iowa.

Dear Mr. Foy: I received my chickens last Saturday. All were alive but one, coming all the way up here in Rangeley where it is so cold. When I got the box I said I bet they were all dead. If I can help you any to sell your chicks I will be glad to do it.

Yours truly,
Mrs. Julian Blackwell.



Parcel Post or Express

Fowls and pigeons must be sent by express, as they are not mailable or will not be accepted by Parcel Post. Eggs for Hatching and Baby Chicks always should be sent by Parcel Post. My advice is not to order your Eggs for Hatching sent by express, as they are handled more carefully and go through in better shape by Parcel Post. This change has come about in the last two or three years.

In some cases in the Pacific Coast States where you are ordering a lot of eggs, express would be cheaper but not safer.

Unless otherwise instructed, I ship eggs by Parcel Post and you pay the Postman for the carrying charge when eggs arrive, the same as you would your express agent if ordered by express. They are sent with charges for postage C. O. D., and are insured. By shipping this way you do not have to look up the zones and pay just the actual cost of shipping. I think this is better than the old way of sending money in advance for Parcel Post charges.

Parcel Post Rates

ZONE

Weight Pounds	Local	1	2	3	4	5	6	7	8
1	\$0.07	\$0.07	\$0.07	\$0.08	\$0.09	\$0.10	\$0.11	\$0.13	\$0.14
2	.08	.08	.08	.10	.13	.16	.19	.23	.26
3	.08	.09	.09	.12	.17	.22	.27	.33	.38
4	.09	.10	.10	.14	.21	.28	.35	.43	.50
5	.09	.11	.11	.16	.25	.34	.43	.53	.62
6	.10	.12	.12	.18	.29	.40	.51	.63	.74
7	.10	.13	.13	.20	.33	.46	.59	.73	.86
8	.11	.14	.14	.22	.37	.52	.67	.83	.98
9	.11	.15	.15	.24	.41	.58	.75	.93	1.10
10	.12	.16	.16	.26	.45	.64	.83	1.03	1.22
11	.12	.17	.17	.28	.49	.70	.91	1.13	1.34
12	.13	.18	.18	.30	.53	.76	.99	1.23	1.46
13	.13	.19	.19	.32	.57	.82	1.07	1.33	1.58
14	.14	.20	.20	.34	.61	.88	1.15	1.43	1.70
15	.14	.21	.21	.36	.65	.94	1.23	1.53	1.82
16	.15	.22	.22	.38	.69	1.00	1.31	1.63	1.94
17	.15	.23	.23	.40	.73	1.06	1.39	1.73	2.06
18	.16	.24	.24	.42	.77	1.12	1.47	1.83	2.18
19	.16	.25	.25	.44	.81	1.18	1.55	1.93	2.30
20	.17	.26	.26	.46	.85	1.24	1.63	2.03	2.42
21	.17	.27	.27	.48	.89	1.30	1.71	2.13	2.54
22	.18	.28	.28	.50	.93	1.36	1.79	2.23	2.66
23	.18	.29	.29	.52	.97	1.42	1.87	2.33	2.78
24	.19	.30	.30	.54	1.01	1.48	1.95	2.43	2.90
25	.19	.31	.31	.56	1.05	1.54	2.03	2.53	3.02
26	.20	.32	.32	.58	1.09	1.60	2.11	2.63	3.14
27	.20	.33	.33	.60	1.13	1.66	2.19	2.73	3.26
28	.21	.34	.34	.62	1.17	1.72	2.27	2.83	3.38
29	.21	.35	.35	.64	1.21	1.78	2.35	2.93	3.50
30	.22	.36	.36	.66	1.25	1.84	2.43	3.03	3.62

The Average Weight of Eggs

15 eggs will weigh 3 pounds
30 eggs will weigh 5 to 6 pounds
45 eggs will weigh 8 to 9 pounds
60 eggs will weigh 10 to 11 pounds
100 eggs will weigh 17 to 18 pounds

Special Handling Charge

A 25c stamp in addition to the regular postage will expedite delivery of packages, same as FIRST CLASS MAIL.

Special Delivery

Up to 2 lbs.....10c
2 to 10 lbs.....15c
Over 10 lbs.....20c

Limit of Weight

Owing to lack of space our parcel post rates only go up to 30 pounds. The limit of weight within local zone and zones 1, 2 and 3 is 70 pounds; for all other zones 50 pounds.



How Pigeons Can Increase Your Income

THERE never was a better time than now to make a start in the pigeon and squab raising business. At present the squab industry is yet in its infancy, with every promise of being destined to become one of the biggest in the country. Already there are steady, year 'round markets for all the squabs one can raise—a demand that is never filled. Besides, market squabs can be raised with far less trouble, in smaller quarters, and with quicker return than even poultry.

Squabs have been classed by epicures and by authorities on food values as the most nourishing form of meat—contains more digestible nourishment than any other meat. Convalescents and those who can not eat ordinary meats eat heartily and with benefit from squab. A table delicacy even preferred to quail and other rarer game fowl, the squab will find ready sale as long as there are folk who like good things to eat.

No matter where you live, if you have any yard at all, even in the city, you can raise and sell squabs—making good money as a side line in addition to your regular business. There is hardly a town in the country where a lot of squabs cannot be sold regularly to private families, hospitals, hotels and to restaurants. Even schoolboys have started with six pairs or so of breeding pigeons and made money enough to put him through college.

Growing Squabs for Market a Profitable Business

Fifty pairs of pigeons, if properly cared for, will produce about fifty dozen squabs a year. At a safe estimate, these will sell for \$6 to \$10 per dozen—say an average of \$8. Then one pair of pigeons raising a dozen squabs a year mean \$8 income—with a cost for feed, etc., not over \$2—a profit of over \$6. Fifty pairs; fifty times this—or as many times this profit as you have pairs of pigeons.

A pair of pigeons will hatch and raise a pair of squabs a month, laying and hatching a pair of eggs while still feeding the first pair. This goes on for about ten months of the year; so that the above estimate of a dozen squabs to the pair is almost too conservative. In fact, it is not unusual for the experienced and careful raiser to realize as much as \$200 to \$300 a year from a loft of 50 pairs of pigeons.

The Supply of Squabs Has Never Caught Up with the Demand

Do not make the mistake of thinking there is a limited demand for squabs and that the squab business can soon be overdone. If you do you are apt to cheat yourself of a very enjoyable occupation for a side line, and a comfortable lot of extra money—even a good living. The business is not so new that there is no established market, and yet not old enough to be anywhere near able to satisfy the big and growing demand for this splendid food product. Take the poultry business for example: When I started the Frank Foy Poultry Farms I was warned that in a few years there would be so many pure bred fowls that there would be no market for them. That was over thirty years ago—and look at the pure bred poultry market now; just getting fairly started. It will be the same with the squab business.

Ready for Market in One Short Month

Squabs can be raised profitably in any climate, regardless of temperature, and they mature rapidly. The eggs hatch in 17 days, and the young birds are ready for the market in *four weeks*. In one short month from the time the eggs are hatched, your profit starts coming in. The parent birds do all the feeding, supplying the young with an abundance of food. The squabs never leave the nest and, without exercise, all this feeding makes them grow exceedingly fast, into most tender, juicy and palatable meat. At four weeks they are as large as the parent birds and right for marketing—before they leave the nest to begin exercise and shifting for themselves.

A Pair of Breeders Will Produce One Pair of Squabs Each Month

With squabs, your profit from marketable birds begins to come in the first month after hatching, since the squabs are sold when four weeks old, and it keeps on coming in every month of the year except the two coldest months. Pigeons well kept will breed continuously ten months out of the year, producing two squabs a month. A pair will breed for years. The best breeding period is during the ages of three to six years. Best breeding mates will produce twelve pairs of squabs in a year, and nine-pair breeders are not unusual, but you are safe in counting on six pairs or twelve squabs a year from a pair of workers—allowing for eggs broken or infertile, and for losses from other causes.



I want you to study the birds in this group of Colored Homers. See the lively look on them, the proud carriage, the plump breasts showing heavy breast meat, and then decide for yourself as to whether you want this kind with the certainty of getting big, full-breasted squabs that will make the heaviest weight in four weeks. If you want top-of-the-market squabs, the kind of birds pictured above will give them to you. They are the kind I sell.

Foy's "Titan Strain" Colored Homers

THE picture on foregoing page represents a group of Colored Homers as they look in my lofts. This picture was drawn from life, by Professor Falk, a Famous Chicago Artist. I have named my Strain of squab breeding Homers, the Titan strain because it is a strain that took me a long time to breed up right. We also breed the Plymouth Rock Strain. Ancient people believed that the world was once populated with a race of men of enormous size whom they called "Titans." My squab breeding Homers are so large and strong that I have called them Titans, because the name seems to fit them well. This Titan strain is bred from excellent workers which produce very large squabs and many of them.

Colored Homers come in many colors. The illustration will give you an idea of how they look.* Good size and breeding are the main things to take into consideration when buying Colored Homers, not the color of the plumage. In fact, a variety of colors are better for the customer. Homers do not breed true to plumage, the different colors that are in their blood will show up in the offspring. Again let me repeat that the color of a Homer's Plumage is of no indication whatsoever of its Quality. White Homers, White Kings and Swiss Mondains breed true to color.

I have divided my colored Homers into two grades. The general matings which are made up of birds of first-class quality and of the size that they must have before I will use them at all. The other class is from specially selected matings, the best of the best. The difference between the two grades is not very great, but it is enough to make it an object to any one who wants selection from the best, the cream of the flock, so to speak. Naturally I have not as many of these selected birds as I have of the general matings, but I have made the difference in price small enough so anyone can afford to buy a few pairs of the best if he wants them.

Homers Are Ideal Squab Breeders

For the beginner, as well as for the larger squab raiser, the Homer is in many ways the most profitable squab breeder. Homers will raise from 8 to 11 pairs a year, and the squabs are larger and whiter meated than any other variety—bringing the higher prices on the market, as the white meated squabs are the more preferred as a delicacy. Homers eat no more than other breeds and usually produce three or four more squabs a year.

Start in Profitable Squab Raising With My Titan Strain

Do not make the mistake of starting with common pigeons. Some people, attracted by the high market prices, start with barnyard or common pigeons or any they can easily get, pen them up and expect to sell squabs. They soon quit. *Quality* counts in breeding stock for squab raising. After a long time and years of close breeding for squab production, I now have the finest strain of squab breeding Homers. Because they are so large, strong and vigorous, with such large, white meated squabs, I call it the Titan Strain. Start with your first pairs from this stock and your profits are sure.

PRICES—General Matings and Special Large Matings Mammoth Colored Homers

General Matings Colored Homers		Special Large Matings Mammoth Colored Homers	
Single pair	\$ 2.75	*Single pair	\$ 3.00*
Three pairs	7.50	Three pairs	8.25
Five pairs	12.00	Five pairs	13.25
Ten pairs	23.00	Ten pairs	25.50
Twenty-five pairs	57.50	Twenty-five pairs	62.50
Fifty pairs	115.00	Fifty pairs	125.00
Seventy-five pairs	172.50	Seventy-five pairs	187.50
One hundred pairs	230.00	One hundred pairs	250.00

*Not all Colored Homers are in the colors illustrated, and as color is no guarantee of size or quality of squab, our prices are for our selection of color. Customers insisting on a special color will be charged 50c extra on single pairs, or 25c per pair extra on 3-pair orders or more.



Some of My Genuine Belgian Carneaux

ALTHOUGH the Carneaux are a French breed of pigeons, they have been greatly improved by Belgian Breeders and I will not handle any but the very best, so I handle only Carneaux from Belgian stock. All Carneaux are not red, they come in several colors like Homers—the most of them are red and splashed. I had the picture made in colors to show how beautiful these birds are, but no printed picture can show the beautiful lustre of their plumage nor their quick, active movement. Carneaux like these sell for \$6.00 to \$8.00 per pair in the Eastern States, but following my regular rule I am making prices that divide profits with my customers. I have never yet found anyone who began with Carneaux that did not like them. They are a very healthy breed of pigeons, strong and active on the wing, good breeders and, what is more, careful feeders. I do not believe that there is any breed of pigeons on earth that will beat them in the number of squabs they will average per pair in a year. My special Homers are good breeders, but I cannot say that I like them any better than I do the beautiful and profitable Carneaux.

My stock is as good as can be found in this country, direct from imported strains, and may be depended on to be good workers and to produce market-topping squabs. I sell these birds at the following prices: Splashed Red, single pairs, \$3.50; two pairs, \$6.50; five pairs, \$15.00; ten pairs, \$30.00. Solid Reds, \$4.00 per pair. Yellow Carneaux, \$5.00 per pair.

Yellow Carneau—Exhibition Quality

I keep a few good Yellow Carneau, as they are getting to be very popular in some places. They are just like the Belgian Red Carneau, except in color. I am only breeding from the best selected stock and I am pricing choice mated pairs at \$5.00 per pair.

How and Where to Sell the Squabs You Raise

Customers often write to me to ask about the money-making possibilities and the market for squabs—where and how to sell them when they are market size.

This letter which I received from one of the largest handlers of market squabs in the country gives you direct and definite information on the subject from a reliable source. It shows, better than anything I could tell you, what an enormous demand there is for squabs—how steadily they sell the year 'round, and what fine prices *good* squabs bring.

Many of my customers report they make 80% to 100% clear profit. Some of them

have developed a large, regular patronage near their home among well-to-do families, large hotels and hospitals, often getting better prices than if shipped to market. Others depend on marketing their squabs through large, reliable establishments like this one in Chicago. If you are a beginner, we can recommend this firm as a market for your squabs.

NOTE what they say about *good* squabs. There is no possibility of the market being flooded—not even a prospect of meeting demand. The only thing that *can* affect the price is the *quality* of squabs sent to the market. Raise Foy bred squabs and their quality will bring top prices, if you use proper care in dressing, packing and shipping.

BONDED TO THE STATE OF ILLINOIS
LICENSED BY UNITED STATES GOVERNMENT STATE OF ILLINOIS AND CITY OF CHICAGO

SECURITY PRODUCE COMPANY

AN ILLINOIS CORPORATION
WHOLESALE JOBBERS-DISTRIBUTORS

MEMBERS:
CHICAGO POULTRY BOARD
INDIAN EGGS & POUL ASSN
NATIONAL P B & E ASSN
MINNESOTA P B & E ASSN
AMERICAN SQUAB BREEDERS ASSN
SOUTHERN P B & E SHIPPERS ASSN
WISCONSIN CARLOT & P SHIPPERS
ILLINOIS P B & E SHIPPERS ASSN
IOWA-MIDDLEWEST P B & E SQUAB ASSN
MICHIGAN P B & E CARLOT SHIPPERS ASSN

POULTRY
VEAL EGGS
BUTTER EGGS
BUTTER GAME
AND ALL
PRODUCTS OF THE
FARM AND DAIRY
CAR LOTS
AND LOTS

REFERENCES:
FIRST NATIONAL BANK CHICAGO
DUNN AND BRADSTREET AGENCIES

CABLE ADDRESS:
"SECUR" CHICAGO

ADDRESS ALL COMMUNICATIONS
TO THE FIRM AND NOT TO
INDIVIDUALS

PHONE MONROE 1717

Chicago October 26th, 1927.
1118 W RANDOLPH STREET

Frank Foy Poultry Farm,
Clinton, Iowa.

Attention Mr. Frank Foy:

In reply to your letter of the 24th we will say that if you or any squab breeder were to visit our establishment here it would be easy to understand why we rank as one of the largest receivers of squabs in the United States.

You would see us handling as high as one thousand pounds of squabs per day during the warm months - and that not half enough to meet the demand. We could readily use twice this amount. From this you can get some idea of the gigantic call we have for good squabs.

It takes all of the good squabs we can get to supply our trade from nearly all of the large hotels here, as well as big country clubs, fashionable restaurants and high grade meat markets. To meet the enormous demand from local and out-of-town sources we must have unlimited quantities of squabs.

Should any of your customers care to ship us their squabs they will find a ready and steady market here. They will appreciate the promptness, fairness and courtesy of our treatment.

In reference to market prices for squabs we can state positively that we often pay 10¢ to 20¢ per pound more than our published prices quoted in The American Pigeon Journal. For example: During the past few weeks we have been paying 70¢ per pound, while the published price was about 50¢.

We look for squabs to bring 80¢ per pound next month, and they should easily be worth \$1.00 per pound by the first of the year.

But we would impress all breeders with the fact that it is only the best squabs, and those that reach us in the best condition, that bring top prices. Some of our best squabs come from your vicinity and even greater distances - hundreds of pounds even from California.

We will be glad to hear from any of your customers any time.

Very truly yours,
S. Rosenthal
S. ROSENTHAL, President,
SECURITY PRODUCE COMPANY, Inc.
SR/ER

This letter from one of the largest squab distributors in the country describes just the Chicago market—only one of the big city markets. What is said here of Chicago is equally true of squab demand in other cities.

AMERICAN PIGEON JOURNAL May 1926

The firms below paid the following prices PER POUND for dry-picked squabs on Monday of each week.
*No commission deducted. †Prices on live squabs.

CHICAGO, ILL.	
*Security Produce Co.	8lb 60c 9lb 60c 10lb 60c 11lb 60c 12lb 60c
	60c 60c 60c 60c 60c
	60c 60c 60c 60c 60c
	60c 60c 60c 60c 60c

DATE
March 29.
April 5.
April 12.
April 19.

*A Robine

This clipping shows prices offered by this firm in one month of the year. For good squabs, they pay 10c to 20c over their monthly quotation.



White Homers

The above cut gives you an idea of how my Majestic strain of pure White Homers look. They are nice, plump, white birds but not near so large as the White Kings and their squabs are not so large. While I have taken great pains in breeding my White Homers to a large size my advice is to buy the White Kings if you are going to make a business of raising squabs for market. The White Homers are very beautiful plump birds but there is quite a difference in the weight of a dozen squabs of the White Homers and White Kings. One breeds as fast as the other.

One pair, \$3.50; two pairs, \$6.50; five pairs, \$15.00;
ten pairs, \$30.00.

White Kings

The above cut is a true representation of a pair of White Kings as they look in my lofts. They are a large white pigeon resembling the Carneaux in type and size but as a rule they are a trifle larger in size. They are very prolific breeders of large white meated squabs which always command the highest market prices because of their plump quail-like appearance. If you are going to cater to the high class trade you cannot go wrong by starting with White Kings.

Single pairs, \$5.00; 2 pairs, \$9.00; 5 pairs, \$20.00;
10 pairs, \$40.00; 25 pairs, \$100.00

Markets Everywhere Demand Squabs

ONLY a few years ago squabs as a table delicacy were known to but a very few. Only the rich knew the delights of this juicy, tender and most palatable meat. Squab raising for the poultry market was carried on in only a very few localities, hence squabs brought excessive prices—in the class of the rarer game fowl, such as quail, grouse, pheasant and woodcock. Then as these wilder fowls grew scarcer, and game laws protected them for so much of the year that even the rich and the most luxurious restaurants could not have them on their fare—then was started the wider commercial raising of pigeons and breeding squabs for the table.

The ease with which pigeons could be domesticated, and the rapidity with which they breed and raise their young made the early ventures successful. Epicures found squabs most palatable; food experts discovered in them rich source of nourishment in tenderest and appetizing form even for the jaded and weakened systems of invalids and convalescents. Squabs on hotel and restaurant bills of fare first tempted the curious, then drew a pleased demand. What was once a substitute for unobtainable game fowl has now become a staple item in practically all popular eating places of distinction—for the commercial squab bred now for the market have been developed to a point of delicacy and nourishment far beyond the experience of those first epicures who condescended to “eat pigeon” in place of quail.

Now a Demanded Delicacy

Nowadays there is not a market nor a hotel of any pretensions where one can not be served regularly with this dainty. Do not, though, let this give you the idea that with hundreds of new breeders entering the field each year the market is in danger of being destroyed. More people are finding the delight and benefit of squab meat and demanding it every day, so that there is a steady and ready market for more squabs than the present raisers can supply.

Millions Used—More Wanted

For example, one prominent chain of hotels in the course of a year uses almost five hundred thousand squabs—464,000 last year. That was but one group of seventeen hotels; and with over three thousand hotels in this country serving squabs, the yearly total runs from fifty to sixty million squabs

—and still the demand is for more, right along.

Quantity Cannot Lower Price

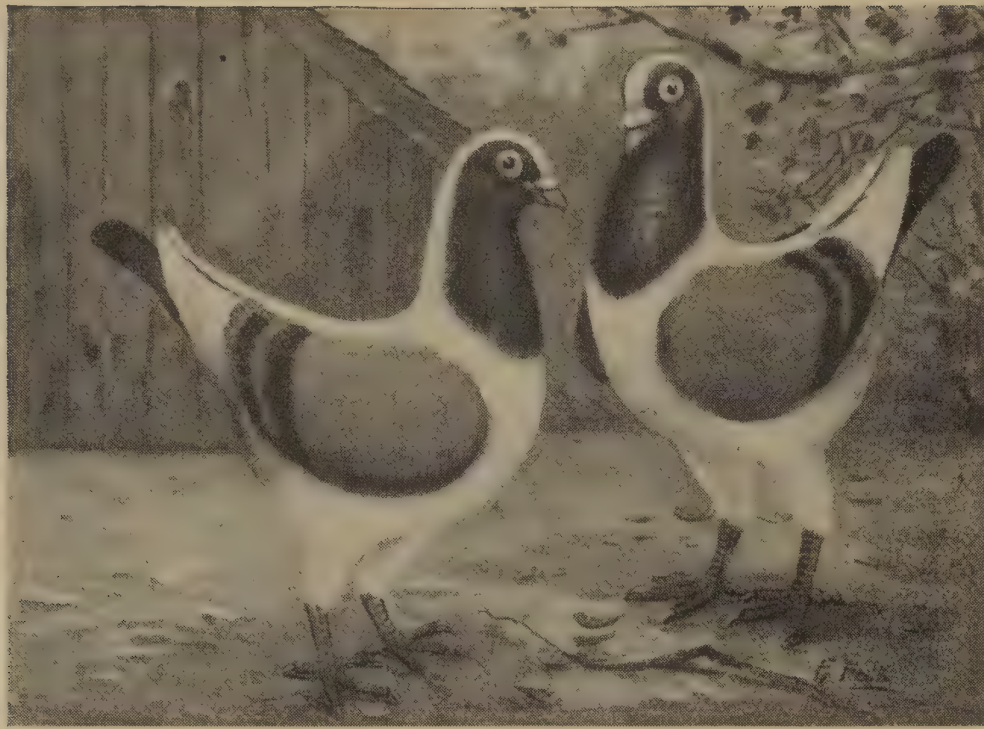
Many people who would like to get into the business of squab raising hesitate for fear that their plant, or one or two more, with an output of several hundred or a thousand or so squabs a year will affect the market price to make it unprofitable. Just look at the figures just mentioned, and when you realize that there is still but a comparative handful of commercial squab farms in this country, you will see how groundless are such fears.

It Is Quality That Counts

It is true, though, that the market is poor for “just squabs.” Just any squabs from common barnyard pigeons will not bring the good prices. Remember that squab as now served and demanded as a table article and as a beneficial food for the delicate is a highly cultivated, finely bred young fowl. Young as it is as an industry, squab raising is already out of its haphazard days. Pure bred quality strains, developed for size, whiteness, tenderness and flavor of the meat, are now to be had, and must be raised if you expect to enjoy the full market for your squabs.

Real Help for Beginners

Beginners will do well to seek the advice of experienced squab raisers and be sure to start right with breeding pairs of known and reliable quality. I have been in the poultry business for thirty-four years, and have raised and bred squab pigeons since the beginning of the industry. Frank Foy raised pigeons of all breeds are now recognized everywhere as leaders among big producers of profitable squabs. Let me help you make a right start.



Hungarians

HUNGARIANS are great breeders as well as real feeders, and when it comes down to the show end of it they are very beautiful. They come in several colors—the predominating colors are: Blue and White, Black and White and Red and White. My Hungarians are from imported stock, and they raise squabs $1\frac{1}{4}$ pounds and up to 24 ounces each. There are not many Hungarians in this country, but they have proved to be such good breeders of large squabs that

they are becoming very popular with squab raisers. I do not have a large stock of these valuable birds, but will spare a few pairs to my customers at \$10.00 per pair.

Swiss Mondaines

WE BREED the White Swiss Mondaines. They are a little larger than the White Kings and Carneaux, but do not breed quite so fast. For a number of years I have been breeding the Swiss Mondaines and White Kings, with the object of producing a good strain for squab breeding. Because they are not such prolific breeders as the Homers and Carneaux they were never considered as profitable. After several years of experimenting, culling and selecting the best workers and fastest breeders, I have been able to produce Mondaines and Kings that are as prolific breeders as the Homers and Carneaux. Pairs that did not produce eight pairs of squabs per year were broken up and all poor breeders and poor producers were marketed. I am now ready to offer you breeding stock from these special strains, which has cost much time and many dollars to build up.

Single pairs, \$6.00; two pairs, \$11.00; five pairs, \$25.00; ten pairs, \$50.00.

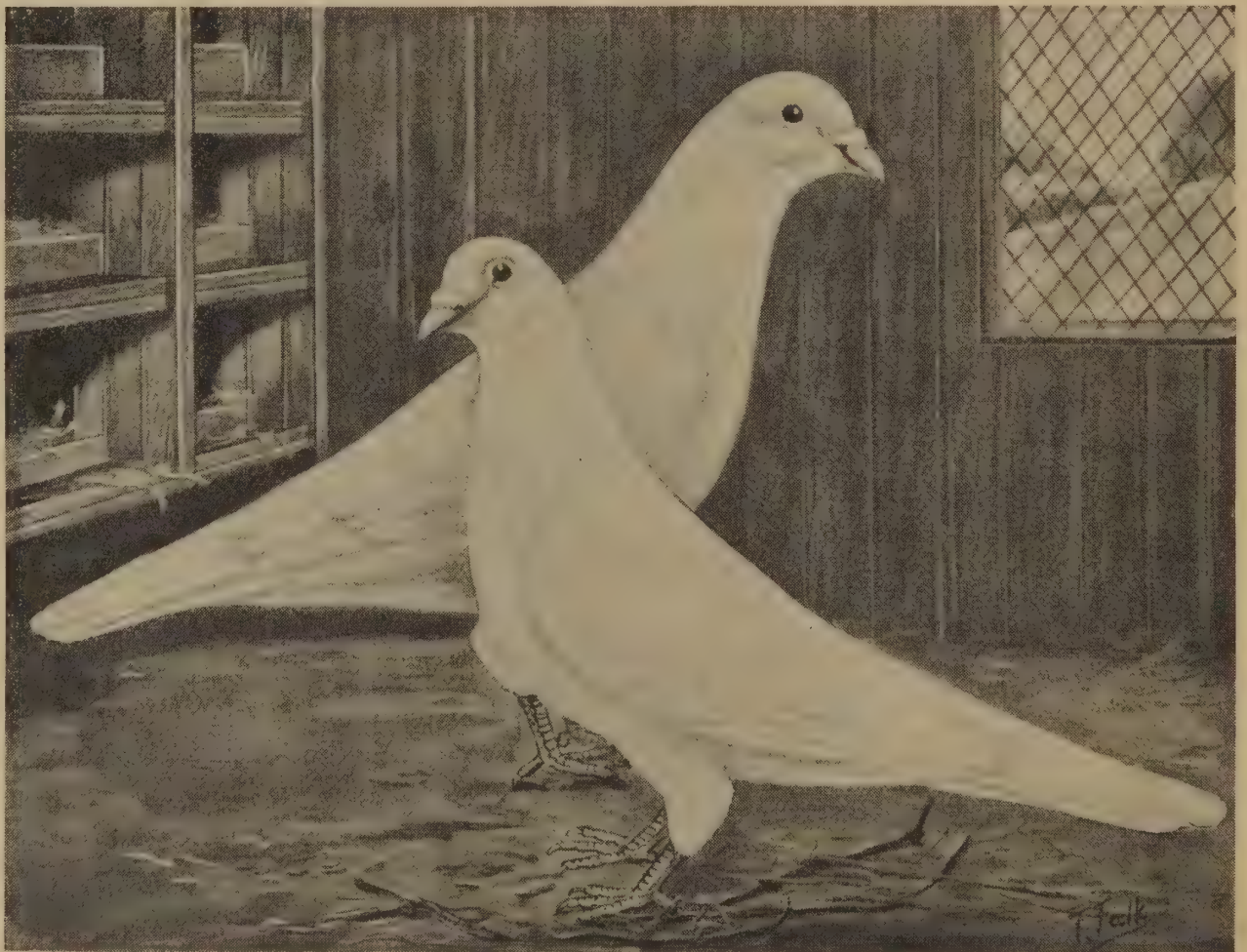
Colored Mondaines

Colored Mondaines, Silver and Blue Bars, are like the White except in color. I have a limited number of fine large birds in these varieties, they are excellent workers, producing very large squabs.

Single pairs,
\$6.00;

two pairs,
\$10.00;

five pairs,
\$25.00.



How to Breed Pigeons Successfully

IN BEGINNING in the pigeon business it is best to start in a modest way and gradually increase the size of the flock. Try 20 or 30 pairs at first and learn how to care for them and dispose of their squabs. Then buy as many more breeding pairs—always from a reliable breeder whom you know you can depend on for good stock. In this way you can build up your flock and output as your demand increases.

My personal advice, as a successful squab raiser, to the beginner is to start with good Homers, Carneaux or White Kings. My own experience after years of trying out all the different breeds is that these are the three best for squab raising. They eat no more than other kinds, and will breed eight to eleven pairs of squabs a year—larger and whiter meated squabs; the kind that bring the better prices on the market. But be sure you have good stock—bought from an established, reliable and successful breeder. Too many disappointments and failures have resulted from trying to build a business from common or inferior stock.

Squabs Are Money Makers

Here is the secret: Pick a strain of squab breeding pigeons that is known for "good workers;" that is, breeding a large number of squabs a year. The best strains produce a pair of squabs every month for ten months of the year, resting two months while moulting. This continues year after year. I have known a loft of squab breeding pigeons, fifty pairs kept in the same pen for seven years, to be still producing squabs after seven years. A loft may be counted on to produce a profit until they are eight or nine years old—so you do not have to replace or renew the pair every two or three years as in the case of poultry. Each pair of workers will net about 16 squabs a year, bringing anywhere from 40c to 75c or more. Let us take a low average price, 50c, or a yield of \$8 from a pair. With a cost of about \$1.50 a pair for feed, your profit is \$6.50 for each breeding pair in your flock. There is absolutely no cost for feed for the squabs as the parent birds feed the young entirely from their own feed.

Intelligent Care Brings Results

Of course, this estimate is based on results from a flock started from the right kind of stock in the beginning and given a normal amount of intelligent care and decent housing. You can not expect to buy a flock of pigeons and then just sit back and wait for profits—any more than you can expect to do that in any other business. You have to show

the market that you can bring it a quality product if you want a quality price.

Quick Returns

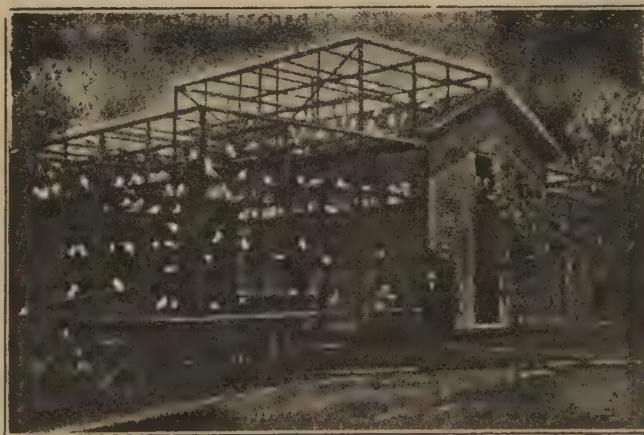
But I can say that from a small and careful start in the squab business you can realize larger prices per pound for your product, and quicker returns on your investment, with less care and less disagreeable features to the work than even in the poultry line.

There is hardly a town in the country where squabs can not be sold to private homes and restaurants. A good plan is to call on these people and let them see that you can supply as good a squab and fresher than they can buy from the city markets. And while you are getting the local trade you can also sell squabs to the city markets.

Always a Ready Market

Usually the principal trouble a squab raiser encounters after he has made a start is to keep up with the demand. It is a curious fact that wherever the eating of squabs is introduced it invariably grows. I know squab breeders in quite small towns who never ship a squab away, having all they can do to supply local people whom they induced to try this delicious kind of food.

Squab raising is easy and interesting as well as profitable. The work is not hard and does not call for any strenuous exertion, but is more a matter of close attention to the details of record keeping, mating, feeding and housing. Unless one is totally disabled,



This picture shows a pigeon loft located on the back end of an ordinary town lot. Enough pigeons can be kept to make a good addition to the income of the family.

even cripples and those not physically strong can succeed with squabs. Women take to it naturally, with great enjoyment and success. Poultry raisers often start squab raising as a sideline.

Pigeons breed so rapidly that it is possible to raise a large flock from a few pairs. I know a flock of over 200 White Kings built up in three years from a start of ten pairs. In this case none of the squabs bred were sold until the flock got to the desired size. Usually only a part of the squabs are kept for the flock and the rest sold for profit from the start—new stock being bought fully grown and breeding from some reliable breeder.

The squab raiser has no feeding of the young to bother with or provide as in the case of baby chicks. Parent pigeons feed the squabs from the time they are hatched until the time the squabs are taken off the nest and killed for market. No artificial heat, fuel or heating device is necessary in the hatching pens as the parent birds, both male and female protect the young when the weather is cool. Pigeons are far hardier than poultry, thriving in all kinds of climate, breeding at all seasons anywhere. All one has to do is provide proper sanitary housing and reasonable flying loft space and his pairs of pigeons will do practically all of the work. Place the feed and water for the parent birds in the loft; they will pick it up, partly digest it and feed it in proper form to their young. As the squabs do not move out of the nest in all this feeding period, getting no exercise, they grow

with remarkable rapidity, gaining weight and fine tender flesh daily. At four weeks from the time they are hatched, squabs are even larger than the parent birds and as big as they will ever get. Then they are ripe for marketing—before they are driven from the nest by their parents, forced to shift for themselves, lose weight and begin to toughen from exercise.

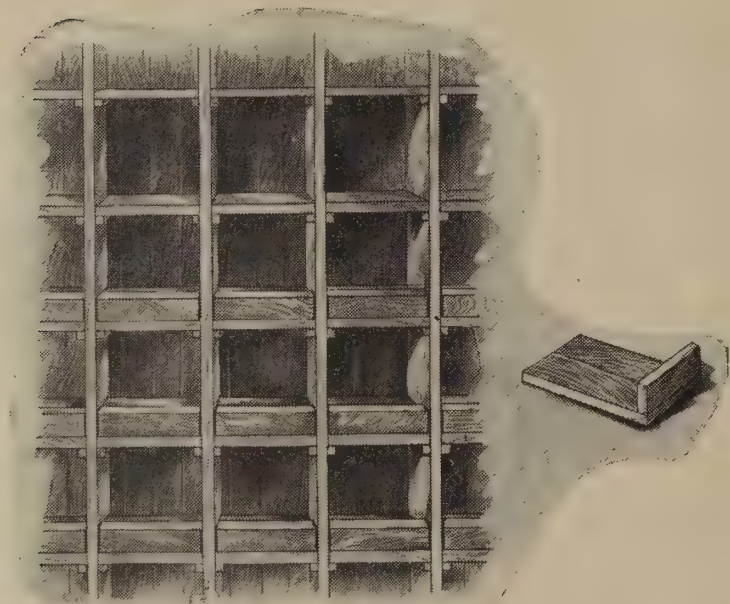
Raising pigeons and breeding squabs requires but little room—even less than for poultry, as they do not need a large yard for ranging. A room 10 by 10 feet is large enough for 25 pairs of pigeons to breed a pair of squabs per pair a month—and a wire-covered yard the same size outside gives them all the flying room they need for exercise. Twenty-five pairs in such a housing would bring you returns of over \$100 the first year, and put you well on the road to success.

More money can be made with a flock of pure bred squab-breeding pigeons in a small city back yard than could be made with chickens in three times the space. In fact, pigeons do best when confined in small yards or “flies” as they are called.

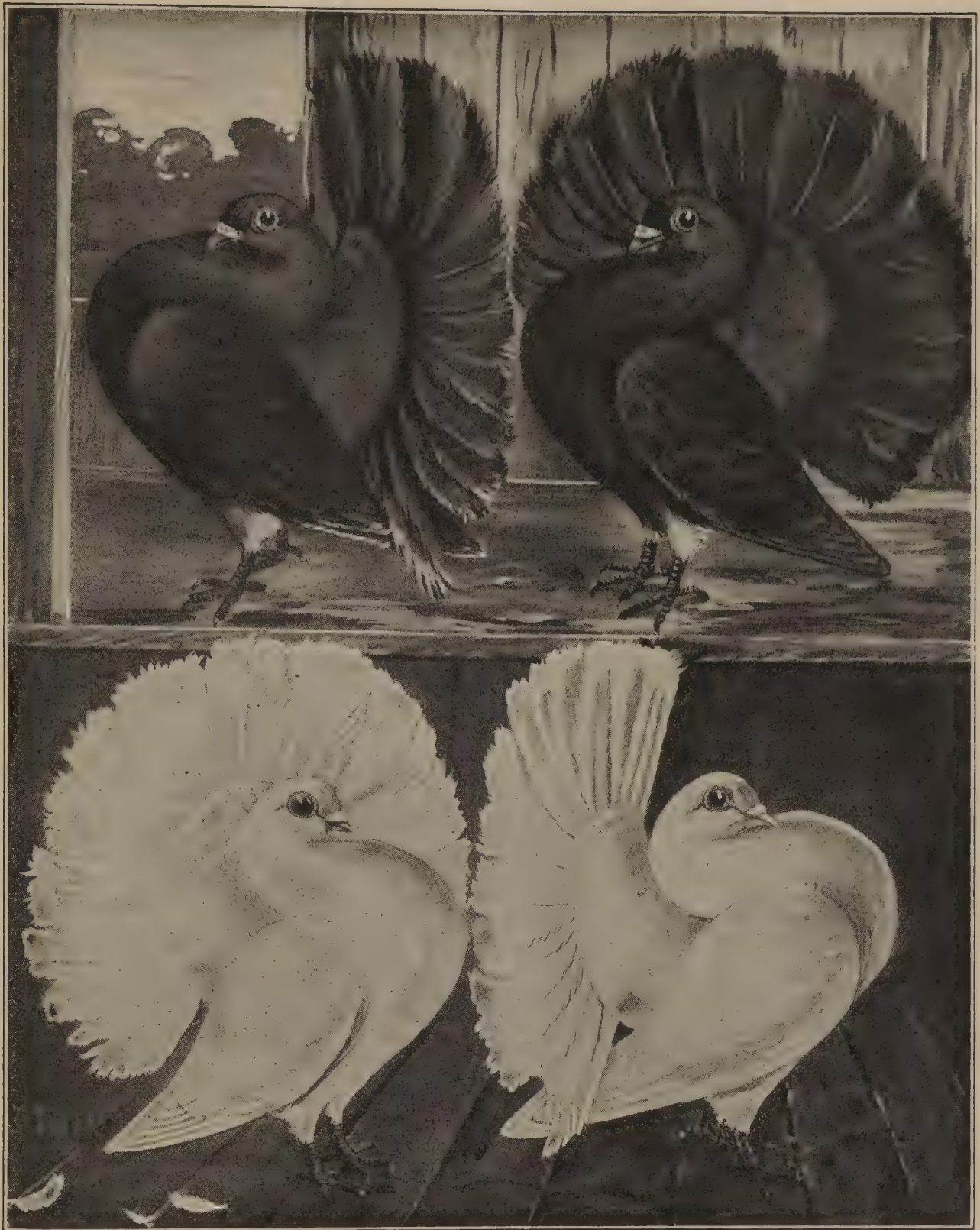
When squabs are shipped to the large commercial markets they are graded and paid for according to quality. Some squabs are worth a lot more than others. Size, quality, color and condition of the meat; and the condition in which they arrive after shipment, all have a lot to do with the price you will get for your squabs. It pays to exercise care in the killing, preparing and packing of squabs for the market. Learn these details thoroughly as you would the manner of raising your pigeons—seek all the advice and instructions you can get from expert squab breeders along these lines.

The biggest and best paying demand is always for No. 1 grade squabs. Raise good birds that bring top market price if you would make the most money in this business. Select your first pairs for this purpose. If you are in doubt about what breed, or if you want the assurance of positive quality strain in your first flock, you can not do better than come to *Poultry Headquarters*.

Here at *Poultry Headquarters*, as the Frank Foy Farms are known everywhere, I have given years of study, experiment and successful development to pigeon and squab breeding, from the very first start in the industry. My knowledge, my experience, and pairs of my Quality Strain pigeons will do most toward giving you the right start on your way to squab-raising profits.



The illustration gives a style of a very cheap and convenient nest box and is made with a removable bottom. When the box becomes foul, slide can be removed and cleaned or another one can be put in its place; a few extra slides should always be kept on hand. I like this form of nest box much better than nest bowls, they are not only cheaper but much better.



Fantail Pigeons

IF POUTERS are to be considered the aristocrats of the pigeon family, then Fantails must follow next, as their dainty beauty and peculiarities make them a never ceasing source of pleasure. The Fantail spreads its tail as a lady does her fan, throws back its head until head and tail touch, thus making its breast very prominent and struts about in the sun like some vain lady trying to attract attention. They are very gentle and easily tamed and add to the appearance of any place where they are kept. They come in all colors and I can supply any color at the following prices:

Pure white pairs, \$5.00; pure black pairs, \$7.00; pure red pairs, \$7.00; blues and splashes, per pair, \$5.00; beautiful splashed fans, but not splashed alike, \$4 per pair.

Mr. Frank Foy, Clinton, Iowa.

Peoria, Ill.

Dear Sir: We received the pair of Mammoth Colored Homers on Tuesday of last week, and are certainly well pleased with them. She laid her first egg on Friday and is now setting. How many could beat that?

I am just eager to send for more. Feel when we do get a flock we will have something worth while.

Thanking you for the good selection you gave me, I am,

Very truly yours,

Mrs. Harvey Jefford.

Frank Foy Poultry Farm, Clinton, Iowa.

De Kalb, Ill.

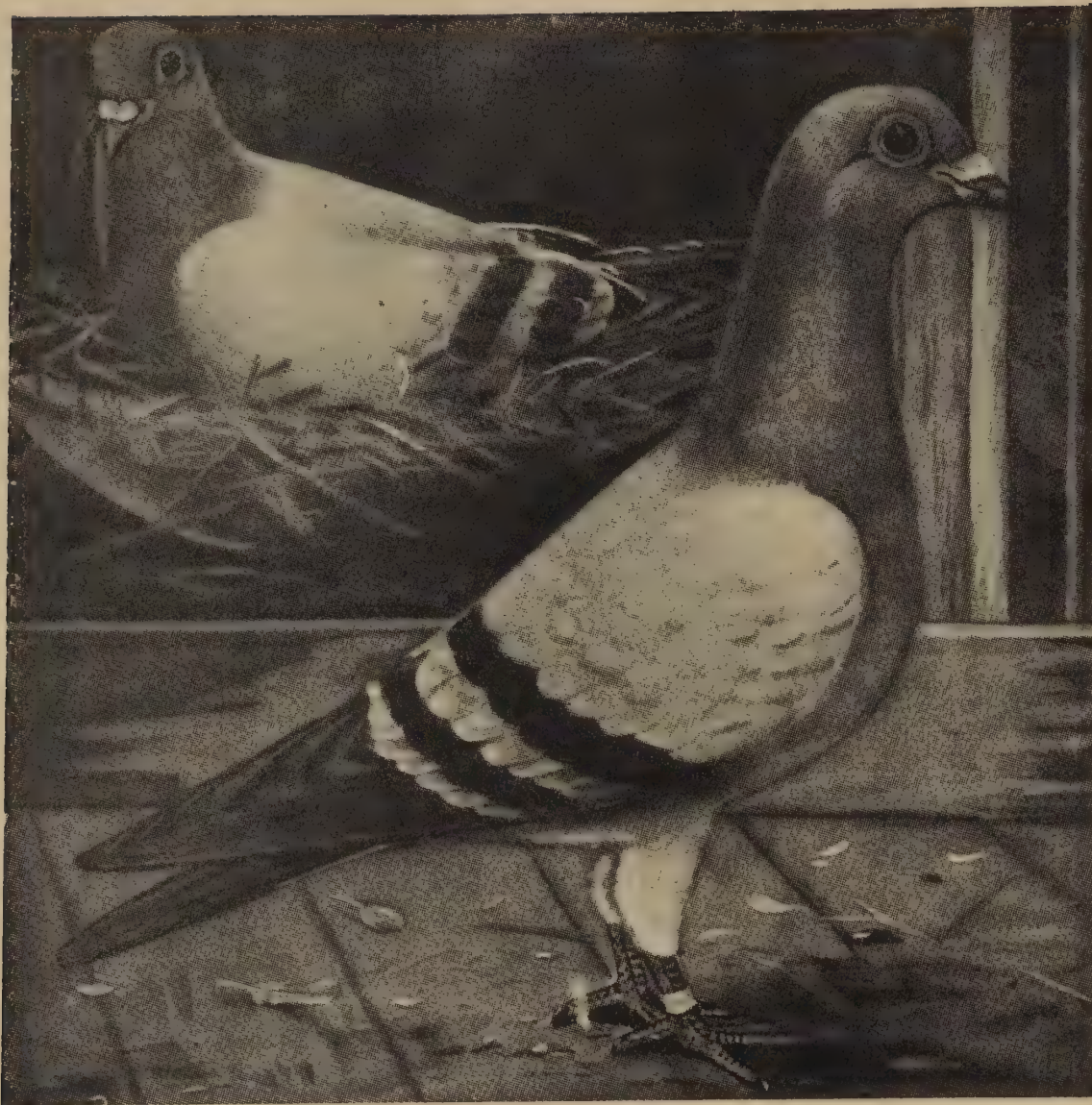
Gentlemen: Received my Homers this morning and am more than pleased with them. They certainly are fine birds and expect that they will soon pay for themselves in breeding.

I shall always recommend your company and will always think that I shall get good birds and prompt attention when I order from Frank Foy & Sons.

Thanking you for your prompt attention and good choice in picking out the birds, I remain,

Very truly,

Alan E. Nelson.



A pair of my beautiful money-making Homers. This variety is hard to beat for big profits under ordinary conditions.

Money In Squabs

Why Pigeons Pay and How to Make Them Pay

A COMPLETE GUIDE TO THE PIGEON RAISER Written in Plain Language, Profusely Illustrated

THIS Pigeon Book I have just published and I consider it the most complete book for the Pigeon Breeder ever put upon the market, as it contains things you should know. It begins at the beginning and gives every detail of mating, feeding, breeding and caring for pigeons, raising, dressing and marketing squabs. No detail is neglected. It gives plans for squab-breeding, houses, flies, feeding arrangements and other details of importance; tells how to care for well pigeons and keep them well; how to doctor sick birds and make them well. It tells how to mate pigeons, how to dress market squabs, how to find a market and how to keep it. This book has been so written as to make it possible for the beginner to start without knowledge of the business and make a success of it. It is therefore very valuable to the experienced breeder and worth many dollars to the beginner. The experience of years is written down in this book in plain language and specific terms.

This book is fully illustrated, nicely printed on best quality enameled paper, with elegant covers. You can buy it for only 75 cents a copy, postpaid.

Fifty-four

El Reno, Okla.

Mr. Frank Foy,
Clinton, Iowa.

Dear Sir: I bought some Carneaux Pigeons from you some four or five years ago. They proved to be fine birds. I have sold scores of Pigeons from that one pair and now have twenty pairs of breeders in my loft, and several young almost ready to mate. I have a fine lot of birds. Have taken many First Prizes at the County Fairs with my Pigeons.

I thought I ought to have some new blood to mix with my birds to keep up the high standard of my Carneaux, so I am sending for your prices. I am fully convinced that I can get good birds from you. Please send me your big book in colors, and oblige,

H. M. Lanman.

Washington, D. C.

Frank Foy & Sons,
Clinton, Iowa.

Dear Sirs: Received my pigeons all O. K. and am very well pleased with them. I received them May 5th and four pair have eggs now. The other pair is nesting. You may look for another order soon, as I want some of your White Homers.

Thanking you for your promptness in sending my birds, I remain,

Yours respectfully,
F. E. Hamburg.

Elmhurst, Ill.

Mr. Frank Foy,
Clinton, Iowa.

Dear Sir: Received the three pairs of Homer Pigeons this morning and am very much pleased with them. They are very pretty birds. You will receive more orders from us in the near future.

Thanking you for your prompt delivery, I remain

Yours very truly,
Howard Tuttle.

Groesback, Texas.

Mr. Frank Foy,
Clinton, Iowa.

Dear Sir: I received my Homers Saturday and they are certainly fine pigeons. Please send me your free catalog as I may want to order more pigeons from you. I have one pair of your Belgian Carneaux.

Yours truly,
Billie Basden.

Tell City, Ind.

Frank Foy & Sons,
Clinton, Iowa.

Dear Sirs: Received the pair of Belgian and Carneaux pigeons Monday in very good condition. They surely are lively birds and I want to thank you for your quick service.

Yours truly,
Everett Wills.

Women Are Taking Up Squab Raising and Making Comfortable Incomes, Too

WOMEN seem particularly adapted to succeed with squabs, probably because of their natural fondness and aptitude in caring for pets. Pigeons appeal to them more in the sense of pets than does poultry. While there are as yet no women breeders of fancy or show stock pigeons, it is a notable fact that there are numbers of women who have made remarkable success with breeding and raising pigeons for the squab market. I know of one woman in New Jersey who has bought and paid for her home on the profits from her squabs alone, and has improved her flock so that she sells fine breeding stock as well to others. Another, a widow in a small western town, started with pigeons in a small way to help out her small means, and has not only bought her home but sent her son to school, all out of her profits on squabs. Near Omaha, still another woman has built up a great pigeon and squab business, even though Omaha is not considered a great squab market. So it is, all over the country—women everywhere building up good incomes from this interesting business.

Practically Anyone Can Succeed in This Paying Business

Real Enjoyment as Well as Profit in the Easy Work

There is a very real fascination about the work of raising and caring for a flock of squab-breeding pigeons—far more than in the case of poultry. Pigeons have all the tameness and fascination of pets when properly cared for. It is an interesting study to watch their traits and habits; see the peculiar and business-like care with which they rear the young. Pigeon life more nearly approximates the human family system than anywhere else in the domestic animal or bird kingdom. Real pleasure as well as profit is the experience of the squab raiser.

Pleasanter and Easier Than Poultry Raising

Besides there is less of the intricate care and disagreeable features to pigeon raising than there is with poultry. Poultrymen must be on the lookout for new blood to add to their flocks constantly, and a hen is profitable only for about three years. Unless great care is taken the strain of a poultry breed can be seriously affected through mixed and cross breeding in the flock. A

pair of pigeons will continue to breed profitably for eight to ten years—the same pair. Once mated, pigeons never change mates as long as both live. Both male and female parent share the work of feeding and raising the young—work that parent chickens leave to you. Both male and female are valuable and equally marketable in the squab industry. Altogether, then, from the standpoint of both enjoyable work and profitable occupation the squab-raising business is most interesting.

Success Comes Quickly, Even from Small Start

In no other branch of the poultry or farm industries is it possible to start successfully from so small a beginning as in squab raising. With but a very few dollars you can start with a carefully bred pure strain small flock, and build a really big business just on the profits from that flock—in shorter time than with hens. Many a back yard start has grown into a great plant in the last few years. If you are interested in this new and fascinating field, come to *Poultry Headquarters'* Pigeon Department here at the Frank Foy Farms and let me start you right.

Types of Poultry Houses

IN DECIDING on the size of house to build, remember overcrowding is demoralizing to a flock. Poor egg production, general discontent, and disease result. A hundred hens will thrive in a pen 20 by 20 feet or in 4 square feet to a hen. One hen, though, will not do well in a coop 2 by 2 feet. As the number of birds decrease, the floor space per bird must increase. For comfort of birds and convenience of attendants, the following is given as a suggestion in planning the size of the house: For 10 birds or under, 10 sq. ft. per bird; for 20 birds or under, 8 sq. ft. per bird; for 30 birds or under, 6 sq. ft. per bird; for 40 birds or under, 5 sq. ft. per bird; for 100 birds or under, 4 sq. ft. per bird.

Ohio Type Poultry House

One type of house that can be added to as the flock grows is used by Ohio State University. It is made in units. Each unit is 25 feet wide and 30 feet long, and will accommodate 250 Leghorns or 200 of any American class of fowls. The plans, which may be obtained from Ohio State University, Columbus, Ohio, can be adapted to any length desired. The width, in like manner, can be adjusted to meet the requirements of each owner.

In the front of the house just below the top plate is a 12-inch stationary lattice ventilator extending across the entire front. In addition to this, there is a 6-inch opening covered with wire in the space between the rafters above the top plate and under the roof, making a total of 18 inches at the highest point in the house open for ventilation at all times. This lattice-baffler construction certainly deserves consideration, as it provides effective circulation of air and at the same time keeps out bad weather.

Walls are constructed of drop siding, matched boards or other suitable material to make three sides free from cracks to avoid drafts. Two muslin curtains in frames are used in front but are closed only on very cold nights. Windows are hinged at the top so they swing outward. Chicken wire covers window and curtain

openings. A hood in front keeps out rain, snow and wind without having to adjust curtains. It extends a foot and a half from the building at an angle of 45 degrees. With windows placed as they are the hood does not seriously interfere with light in the house.

California Type Poultry House

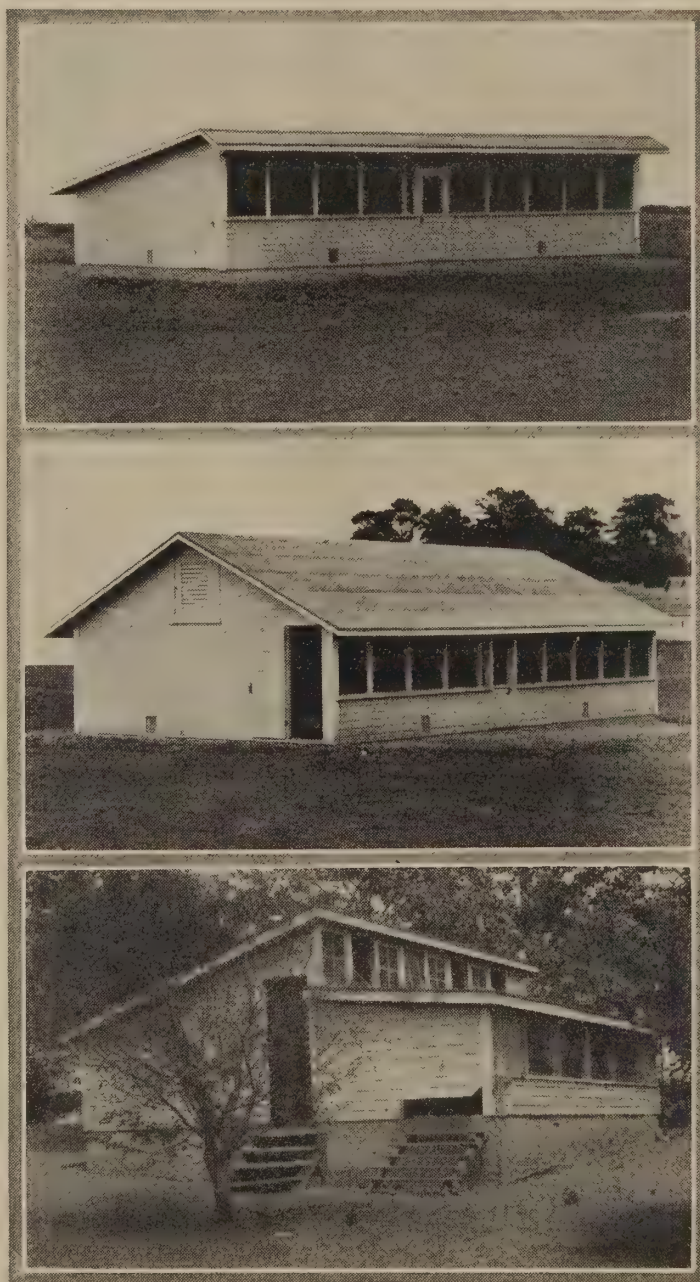
From California we have a house recommended for 100 hens but by adding on units any size flock can be housed.

The single unit is 20 feet wide and 16 feet deep, 8 feet high in front and 5 feet behind. In making a smaller house along these lines, it is recommended that where there are less

than 100 hens in a pen, 3 square feet per bird should be allowed. For more than 250 in a pen allow the California minimum of 2 square feet. Concrete floor is recommended. Every 20 feet, the floor should slope decidedly so as to draw in quickly when the house is washed. Roosts and dropping boards are at back of house with nests under open front or long side walls.

Iowa Half-Monitor Poultry House

The Iowa semi-monitor poultry house appears to be a good, practical house for the general farm because it contains those principles of construction which are essential for



successful poultry production. First of all it has the floor space so that it will be most practical and beneficial for the poultry flock during the winter months. The principle of ventilation is maintained in the best possible manner. For 150 hens a Half-Monitor house of 22x24 should be constructed. The foundation of floor should consist of 6 to 8 inches crushed stone, gravel, or a layer of hollow tile and an inch of cement. For every 10 feet of floor space allow 1 foot of opening in front. Face house toward south. Windows in upper portion of house should be open 4 to 6 inches in winter and 1 to 2 feet in summer, hinged at bottom.

New Jersey Type Poultry House

A good house, popular in New Jersey, is 8 feet wide, 10 feet deep, 8 feet high in front and 5½ feet in rear, with a projecting hood over the front 18 inches wide. Roosts and dropping boards are at rear with a broody coop over roosts. The large ventilator is covered with poultry netting. On the inside muslin curtains are hinged so that when not in use they fit tight against the rafters. The two windows light the house during inclement weather.

Feeding Is Next to Breeding

COMMERCIAL mashes and scratch feeds are good when produced by reliable manufacturers. But many of my customers raise one or more grains that are needed for feeding laying hens and do not want to buy feed when they can mix it themselves, since economy is one of the important parts of making a profit with poultry.

Corn and wheat should form the basis of all scratch feed—other grains can be added as economy suggests. Wheat bran, shorts or middlings and corn meal should be the foundation of all mashes.

Too many poultry feeds for baby chicks, growing stock and laying hens are lacking in sufficient mineral matter. This can be supplied by adding bone meal, calcium carbonate, calcium phosphate, and by having grit which is high in this element and by adding other ingredients of this nature. Most poultry feeds also contain too much fibre. Especially is this true in baby chick feeds. We also recommend feeds that contain dried buttermilk. All experiments and tests which we have made show that this is a great addition to feeds intended for poultry of all ages.

The Best Possible Mixtures

When corn sells for less than wheat it can be used for at least two-thirds of the grain ration. In that case, as a scratch grain I would recommend two-thirds corn and one-third wheat. Barley or Kaffir corn can replace part of the corn if they are cheaper. Oats have too much hull and fibre for a grain feed. They are best when sprouted. All grain feeds should be cracked or ground coarse.

One of the best dry mash mixtures, which will go well with any of the above combinations, is as follows:

One hundred pounds bran, 100 pounds shorts, 100 pounds dairy chops or coarse corn meal, 60 pounds beef scrap, 10 pounds oil meal, 3 pounds powdered charcoal, 2 pounds fine salt. Give free access to grit and oyster shell.

Here is the formula and general feeding methods of one of the largest egg laying contests:

Scratch Grain

Mix 300 pounds Wheat, 200 pounds of Cracked Corn.

Vary the proportion of corn and wheat

according to the price, using the largest proportion of the grain which is cheapest; otherwise, use equal parts of each. Feed a little more than one pint each morning to every ten hens. Feed about one and a half pints at night.

Dry Mash

The following dry mash mixture is kept before the birds at all times:

100 pounds Wheat Bran.
150 pounds Shorts or Middlings.
150 pounds Corn Meal.
100 pounds Ground Oats.
75 pounds Beef Scrap.
20 pounds O. P. Oil Meal, if easily procured.
3 pounds Powdered Charcoal.
2 pounds Fine Salt.

—
600 pounds.

We take a small quantity of the same dry mash and moisten it with sour milk, buttermilk or water; give to all the birds each day. The moist mash is fed about 2 p. m.

Fifteen pounds of dried buttermilk can be used in place of this amount of meat scraps.

Grit and oyster shell are kept constantly before the birds. One-third of a teaspoonful of Epsom Salts is measured out for each bird in the flock. This is dissolved in water and the mash moistened with it. Give once each month during the fall and winter.

Feed for Eggs

Feed produces so many whites and yolks of eggs, or has these qualities. By keeping feeds balanced for whites and yolks, egg production can be increased. Balanced feed is necessary so that hens will make the same amount of shell, whites and yolks. One element of the feed called carbohydrates, produces whites. About two-thirds of each pound of feed is used by the hen to maintain her body, and the other one-third will be used in making whites and yolks of eggs. Now, by giving the flock a feed that balan-

ces—a feed containing the right elements for making the same amount of whites and yolks—you help the hen to lay. For example, careful investigation has led me to believe that where the average hen is fed all she will eat she will maintain her body and manufacture three and one-third yolks out of each pound of carbohydrates contained in the feed which she consumes, and will make sixteen and two-thirds whites from each pound of protein.

I have had very good results from feeding Purina Chicken Chowder and Hen Chow. These two feeds are balanced to produce almost equal numbers of egg yolks and egg whites, permitting the hens to lay to maximum capacity. For those who do not have the facilities nor the time to mix feeds, Purina fills the bill and I recommend these feeds to my customers.

Care of Baby Chicks

HALF the battle of raising chicks is won if you get everything ready and place the chicks under the brooder without their being neglected for a minute. Several days before the chicks are due to arrive start the brooder, clean and thoroughly disinfect everything that is to be used for the chicks. This includes the walls and floor of the brooder house, feed dishes, drinking dishes, mash hoppers, etc. Keep the brooder running until the house is thoroughly dried out and then put in the litter. For litter use sand around the brooder and for the feeding floor alfalfa or clover chaff, chopped straw or coarse shavings. Be sure that the litter is not musty or moldy.

Find out when the chicks are likely to reach your postoffice or express office and then be there to meet them.

On the way home protect them if the weather is cold but do not wrap them up so tight that they will partially smother. As soon as you get them home examine immediately and if the chicks are huddled together and cold, warm them up at once by taking them out of the box and putting them close up under the brooder, allow them to move away from the heat as soon as they are warm enough.

Feeding the Chicks

The first thing to feed chicks is grit. Cut pieces of card board about six inches square or newspapers and scatter several over the litter in the brooder house. Put some chick size grit on these. The chicks running on the paper make a noise that attracts the attention of other chicks and the baby chicks fill up on the grit instead of eating the litter. It is important that this be done at the start so that chicks will eat the limestone and not eat coarse pieces of litter.

Put in a fountain of milk. Whole milk is the best but skim milk or buttermilk will do if whole milk is not available. Do not use a new galvanized metal fountain because

the milk will unite with galvanizing and form a poison.

For feed one can use either a simple homemade mixture or buy one of the commercial chick mashes. If you buy a ready made chick mash buy the best your dealer has and be sure that it is fresh. Last year's mash was probably all right when it was made but if it has been lying around the feed dealer's since last year the chances are that it is musty and dangerous to use for chick feeding.

If you use a homemade mixture remember that a chick either makes a rapid growth or dies. Consequently the ration must be complete and supply the chick with material for the rapid



building of bone, flesh and feathers and also supply energy.

Two Good Chick Rations

Yellow corn meal	80 lbs.
Middlings	20 lbs.
Chick size pearl grit	5 lbs.
Salt	1 lb.
Chick size poultry bone	5 lbs.
Skimmilk to drink.	
Yellow corn meal	75 lbs.
Middlings	20 lbs.
Oil Meal	5 lbs.
Chick size pearl grit	5 lbs.
Chick size poultry bone	2 lbs.
Salt	1 lb.
Skimmilk to drink.	

It should also be remembered that yellow corn is to be used as white corn does not contain enough of the fat soluble vitamin to supply the chicks' needs. Baby chicks fed entirely on rations made from white corn, oats, skimmilk, etc., will develop eye trouble and die. Later in the summer if the chicks have a good clover or alfalfa pasture then white corn and similar feeds may be used with satisfactory results.

In the rations grit and bone are mixed with the ration. This is found more satisfactory than trying to feed minerals from a hopper. If desired additional grit hoppers can be used but minerals should be mixed with the feed even if hoppers are supplied.

Early in the spring on cold sunny days open the windows so that the sun will shine directly onto the chicks. If the sunlight is strained through glass the ultra violet rays are screened out and the resulting sunshine will not prevent leg weakness. Whenever possible begin getting the chicks out-of-doors within the first three or four days. The most successful chick raisers as a rule are those that get the chicks out-of-doors even if the weather is cold.

There are a number of other things that make an excellent addition to the ration for the early chicks. Among these green feed is one of the most important. For green feed use green sprouted oats whenever possible. It is a good plan whenever the weather is warm to put the green growing oats out into the direct sunlight for an hour or so before feeding to the chicks. In cold or cloudy weather this of course is impossible but should be done whenever there is a mild, sunshiny day.

Other forms of green feed that are important are alfalfa or clover chaff. This must have been carefully cured so it is still fairly green and free from must or mold,

otherwise it is not good chick feed. Sweet green colored alfalfa or clover leaves supply protein, minerals and valuable vitamins to the baby chick. It can be fed best by putting on the floor as a litter and letting the chicks help themselves.

Mangles or other succulent feed are beneficial and can be fed by simply cutting the mangel into two pieces and fastening to the wall of the house by impaling on a large nail. The chicks will spend hours eating the mangel, thus getting valuable feed and exercise at the same time. Chopped onions are also excellent feed and can be used to good advantage on many farms.

Canned tomatoes are rich in vitamins and make an excellent addition for baby chicks. We have found that it is an excellent plan to use enough canned tomato to mix with the mash to make a crumbly mixture and then feed all of this that the chicks will eat once each day.

Chicks Should Be Kept Comfortable at All Times

It must be remembered that how the chick sleeps at night may be just as important as how he eats in the day time. Where chicks are brooded in large lots it is important to keep them well spread out at night on a dry, clean litter. If the litter becomes dusty and dirty then eye trouble is very likely to follow. It pays to clean the brooder house and put in fresh litter as often as the litter becomes badly used. No other rule is satisfactory. The more chicks per square foot of floor space and the more the chicks stay in the house the oftener the litter needs changing. Some kinds of litter needs changing oftener than others but all kinds must be changed whenever the litter becomes dirty, damp or dusty.

One of the most common troubles when raising chicks in large groups is the tendency for the chicks to pile in corners especially after they are two or three weeks of age. We have found it pays to round off the back corners of the brooder house by using either wire netting or roofing paper. We have also found that by making a "chick guard" for the front side of the brooder that we could practically eliminate the crowding trouble at night. For the small brooder stoves we use a strip of galvanized metal six feet long and eighteen inches wide. For the larger brooders we use a strip eight feet long and eighteen inches wide. We fasten small pieces of metal to either end of the strip so that it will stand on edge with no danger of falling over onto the chicks. The

metal guard should be placed near the canopy when the chicks are small and then gradually moved away from the canopy as the chicks become larger. On cold nights it will be found necessary to have the metal guard closer than on warm nights.

If you have a good brooder you can readily maintain a fairly constant temperature but if you do not have a good brooder you will need to give it constant watching. If you have a brooder that did not run good last year be sure to repair it or else throw it away and get a good new one so that you will be in shape to really brood and care for your chicks this year.

Everyone that purchases day-old chicks should remember that all young animals need careful attention during the first few days. Also that a few minutes of neglect may do injury that can not be repaired.

Lice and Mites

Lice and mites on both poultry and pigeons are very injurious, and no full measure of success can be expected when they are present. Lice and mites will cause birds

to leave the nest and neglect both eggs and the young.

To Get Rid of Mites

To get rid of mites which generally harbor in cracks and crevices, spray the loft thoroughly about once a month with a kerosene oil, taking special care to get it well distributed in every nest box, crevice and corner. The entire interior should be white-washed at least once or twice a year and every removable nest box or bowl dipped in whitewash to which has been added a small quantity of carbolic acid. The use of tobacco stems for nesting material is to be recommended where they are available at a reasonable price, as they are very useful in keeping down lice and mites and greatly simplify the work of keeping the loft free of these pests.

For lice, use Foy's Lice Powder. It's easy to use, costs very little and does the work thoroughly.

Don't let lice or mites get a foothold, and you will find that your stock will do better, lay more eggs, and more profit will be the result.

Why We No Longer Sell Incubators

We do not make, sell nor recommend any kind of an incubator for the hatching of eggs at home or on small scale—for two main reasons:

In the first place, the large scale hatching of Baby Chicks by the large, scientifically equipped hatcheries like the Frank Foy Farms has reached a stage of perfection and efficiency—with full count and quality of flock strain guaranteed—that it has almost entirely replaced the small home incubator.

In the second place, incubators and home hatching are a hindrance—not an economy—for anyone who expects to make best and quickest profit from poultry.

Our Customers Do Better With Foy Pure Bred Baby Chicks

When you start with Baby Chicks you avoid the delay of waiting and watching for the eggs to hatch—do away with all the bother, uncertainty, even loss from unhatched or broken eggs. You are sure of full count. Set 50 eggs in an incubator and you may get 25 chicks. Order 50 Baby Chicks and you get 50. All pure bred, healthy little money-makers.

You'll Make More Money and Quicker—With Foy Baby Chicks

When we discontinued our Incubator Sales Dept. we still had a few on hand, and we have reduced the prices on these in order to close them out quickly. These are the incubators described and illustrated in our last catalog—new and unused. If you want a bargain order *now*—this small lot will not last long at these prices.

250-Egg Capacity, regular price \$25, now \$16.00
150-Egg Capacity, regular price \$17, now 12.00

About a dozen of the same models, *slightly used*, but in perfect condition:

250-Egg Cap., price, new, \$25, now only \$12.00
150-Egg Cap., price, new, \$17, now only 10.00

Also about 20 electric heated brooders, formerly used in our hatchery. These are all in first class working order, re-painted and overhauled—satisfactory in every way. Only the fact that we are installing another brooder system of larger capacity places these on the bargain table now. Easy, safe and economical to run—simply attach the cord to a 110-volt electric light socket. Just the thing for the modern home where one wants to brood 200 to 300 chicks or less.

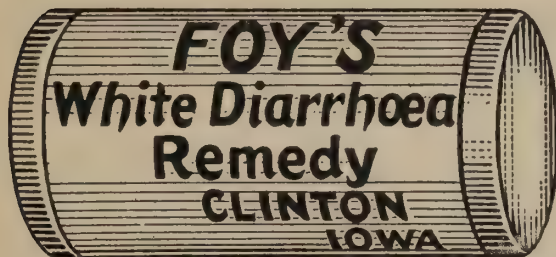
Immediate orders are necessary if you want one of these because the lot will be sold within a very short time after this catalog is printed.

300-Chick Capacity Electric Brooders, now \$7.00
200-Chick Capacity Electric Brooders, now 6.00

Foy's Remedies—Your Profit Insurance

Remedies for Poultry Ailments That Cause Millions of Dollars Loss to Poultry Raisers Every Year

There is no guess-work about the value of these remedies—they have made good for years in thousands of tests—they are an insurance against the loss of fowls and chicks and an assurance of profits to you.



Foy's White Diarrhoea Remedy

White Diarrhoea is the most infectious and contagious disease known. The losses run into millions every year before they are two weeks old.

But there is an effective remedy that acts as an anti-septic, sedative and astringent to the mucous membranes of the crop, gizzard and intestines. This tried and true preparation, which has made good for years, is the Frank Foy White Diarrhoea Remedy. Large size, \$1.00; small size, 50 cents, postpaid.

Use Frank Foy's Roup Remedy

Roup is the most common disease among fowls. It is caused by a cold, the nostrils clog up, and a watery substance fills them or runs out slowly. The roup germ finds in this mucus the right place to breed and multiply. A good way to tell whether a bird has roup is to smell its breath; if very offensive, they have it. Right at the start stop the disease. If a fowl is noticed sneezing and running at the nostrils, sneezing or gasping for breath, use Frank Foy's Roup Remedy.

Large size, \$1.00; small size, 50 cents, postpaid.

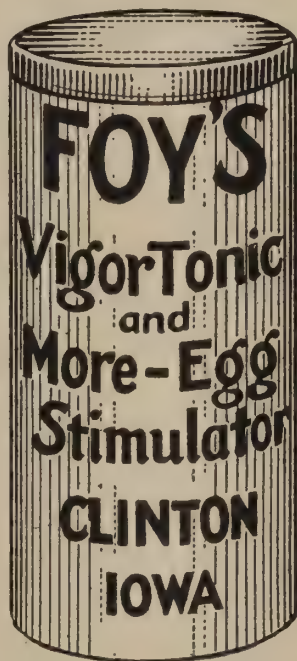


More-Egg Stimulator and Vigor Tonic

They say: "You can lead a horse to water but you can't make him drink." And you can't shake a club at a hen and make her lay more eggs.

I have found in poultry raising that certain foods and tonics will increase the laying capacity of any hen. This I know from personally conducted experiments on my poultry farm. I recommend in the highest terms my Frank Foy More-Egg Stimulator and Vigor Tonic.

Try it now, then write and thank me later. Send today. Price, \$1.00.



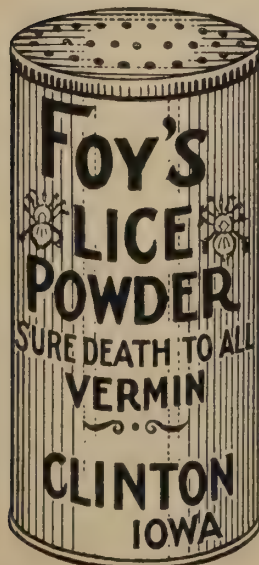
Foy's Cholera Remedy

Think of it—it is conservatively estimated that over one million chickens die each year from cholera. Cholera affects chickens and turkeys—ducks and geese do not catch it.

Fowls show a thin, yellowish or greenish discharge, combs are pale, wings droop, drag their feet, exceedingly thirsty—you must act quickly, they often die within a few days, in some instances within a few hours.

Frank Foy's Cholera Remedy is a life saver. Full directions in each package.

Large size, \$1.00; small size, 50 cents, postpaid.



Frank Foy's

Is guaranteed to kill lice. If it doesn't work according to directions you get your money back. I have used this powder for over 12 years and have had no complaints about it not killing lice. I do not make this powder myself. I buy it in large lots from a firm in Detroit, that has made a specialty of making insecticides for over 60 years. It is guaranteed to me, but I never have had to call on the company to make their guarantee good. This powder can be used on matured fowls or small chicks. It will not harm them in the least. It will kill the lice, not drive them away, or put them to sleep for a few hours. It is sure death to lice, mites, or any kind of vermin.

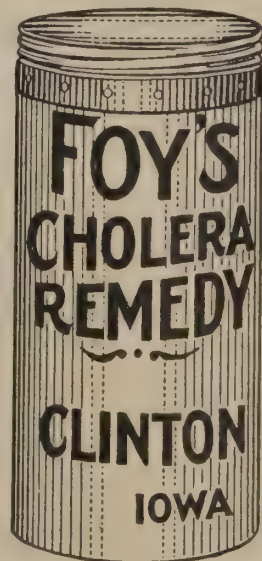
16-ounce package, shipping weight, 2 lbs.....\$0.35

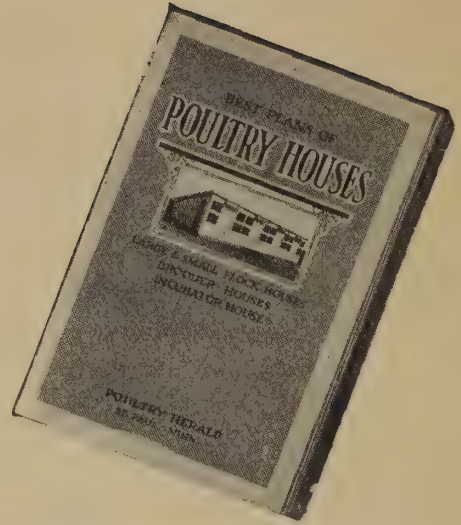
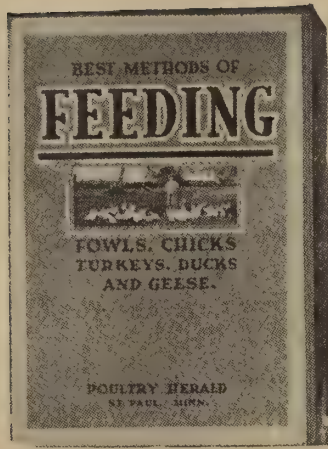
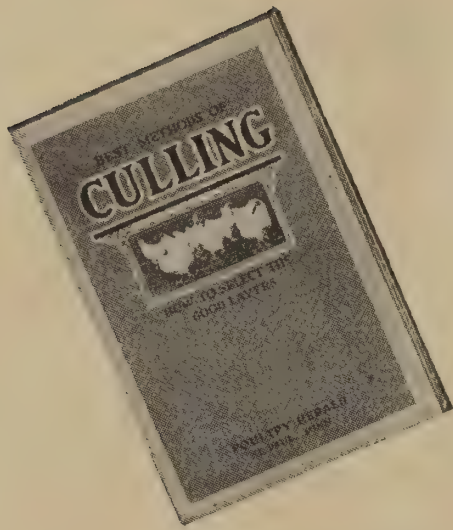
32-ounce package, shipping weight, 4 lbs..... .65

64-ounce package, shipping weight, 8 lbs..... 1.25

If by mail, add parcel post rates to your zone. See page 76.

Lice Powder





EVERY POULTRY KEEPER NEEDS **THESE** **PROFIT** **INCREASING** **BOOKS**

**They Contain the Most Useful Information Ever Published—
All Most Conveniently Arranged**

Loss of time, disappointment and loss of money can all be avoided by making use of the information that others have gained by years of experience. In these books we have gathered together the best information on the subjects covered—

information that anyone can understand and put into practice immediately. Every item has been tried through a term of years and proved absolutely trustworthy. With these books your success is assured.

Best Methods of Culling

In these days the progressive poultryman gets rid of his drones or non-producers and gives their room and their feed to fowls he knows, by testing according to the rules in this book, are hard-working, heavy layers. He makes twice as much profit on half as many hens. He practically doubles the capacity of his houses by filling them with fowls that have the capacity to produce a great number of eggs each year.

He saves half his feed bill by culling out and

disposing of that part of the flock which would consume feed simply to maintain itself and not to produce eggs in paying quantities. This book gives him the information in easily understandable form that enables him to do these things—and it will give you the same information and enable you to get the same highly satisfactory results. Completely illustrated with half-tones from actual photographs showing exactly how the tests are made. Price only 50 cents, postpaid.

Best Plans of Poultry Houses

Many poultry houses are unhealthful for the fowls, many are inconvenient to do the work in. Both lead to failure. To remodel a poorly planned house is often nearly as expensive as building a new one. But mistakes in building with their needless expense, worry and loss of time are not now necessary. This book describes and illustrates plans of large and small houses, movable and stationary colony houses, brooder houses and the best type of incubator cellar, every one of which has proved exactly right for its purpose.

There are plans for houses to be used in the cold north, in the warm south and in territory where it is neither extremely cold nor extremely warm. Most of its models may be made suitable for any climate. Following the plans in this book is assurance that you will have a satisfactory poultry house at the least expense or the most satisfactory poultry house that the money you wish to spend will build. It is a money saver and a money maker. Completely illustrated from photographs and drawings. Price only 50 cents postpaid.

Best Methods of Feeding

Neither profit nor satisfaction is possible where wrong methods of feeding prevail. Any except the best methods are expensive, wasteful and do not produce the results that count. That is why we have published this book, which gives in boiled-down, plain descriptions, and for the most part in plain formulas, the methods of feeding which have produced the best results.

It tells how fowls are fed in the big laying contests to produce the remarkable egg records; how flocks are fed to produce the high flock averages that result in large profits; how little chicks are fed to prevent losses and secure the

correct start in life; how growing chicks are fed to get the best results in rapid, uniform growth, without setbacks, for the least money; how flesh and fat are put on market birds economically to get premium prices; how breeding birds are fed to lay fertile eggs that will hatch strong, livable chicks; how exhibition birds are fed to look the best in the show room; how turkeys, ducks and geese are fed from the time they are hatched until they reach their goal to get the results that spell "profit." In addition it is the most beautifully illustrated book ever offered American poultry keepers. Price 50 cents a copy, postpaid.

The New Invention Makes Sol-Hot the World's Greatest Brooder

The New Twin-Float Automatic Oil Level

The latest improvement and greatest invention ever developed for wickless oil burning brooders.

Raises More Chicks

Now you can raise chicks with less worry, less work, with fewer death losses, thanks to Sol-Hot's latest improvement—the Twin-Float Oil Level. This invention means more in the successful rearing of your chicks than any development that has been made since Sol-Hot gave the poultry world its first wickless brooder several years ago.

The new Twin-Float makes Sol-Hot as simple and easy to operate as a gas stove. It makes no difference whether your floor is level or not; you don't have to give a moment's thought to the question of oil level. The Twin-Float takes care of that automatically. You just light the burner, turn the valve to the right or left to get the size flame you want, and Sol-Hot will burn the same even blue flame exactly as you set it, as long as there is oil in the unbreakable metal oil container.

Don't Forget Sol-Hots Are Wickless

That's why more Sol-Hots have been sold during the past three years than all other wickless brooders combined.

No wicks to trim. No danger of flame going out as often happens with carbonized wick brooders allowing chicks to chill and die.

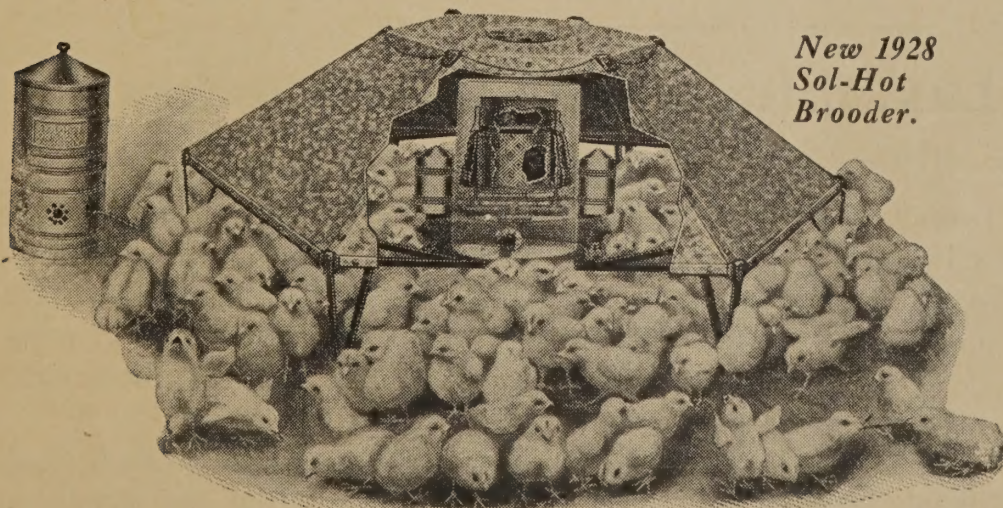
No Trouble, No Danger, No Worry

Why risk your chicks and property with other brooders when you can get the safe, simple and dependable Sol-Hot. *Don't take chances!*

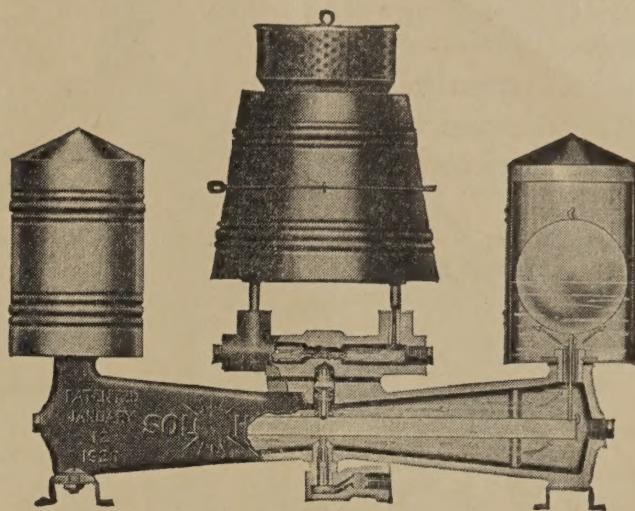
The Twin-Float is set and adjusted at Factory, and is permanent. It never has to be changed or touched again. The Twin-Float is a Sol-Hot patent, no other brooder has it, nor can they get it. This one feature alone is worth more to you than several times the entire cost of your brooder.

The New Sol-Hot 1928 Brooders

are made in sizes to meet every requirement from 100 to 1200 chick capacity. We also have the Giant Sol-Hot heater, which takes the place of the coal brooder stove.



All Sol-Hot Brooders, Heaters and Canopies can be shipped Parcel Post except the 64-inch Canopies which must go by Express or Freight.



New Oil Level.

Other Individual Features

No leveling of burner. No adjustment of oil level. Has two feeds to burner, generates quicker. Several heaters can be supplied from one oil container. Oil container can be placed anywhere, inside or out of brooder house. Only one adjustment for operator. Sagging of floor during operation has no effect on flame. Valve setting cannot be changed by chicks.

It is impossible to give you all the facts and features here, but your success in raising chicks this season is so important that we urge you to call and examine the New Sol-Hot and see yourself how far superior the New Twin-Float is to all other brooders.

Think what it would mean to you this season to be able to brood your chicks with practically no more worry or labor than is required to operate a gas stove.

Prices

New Model 1928 Twin-Float Sol-Hot Brooders

New Model Baby Sol-Hot Brooder with 24" Canopy (capacity 100 chicks; shipping weight, 29 lbs.)	\$ 9.75
Standard Sol-Hot Brooder, with 34" Canopy (Capacity 250 to 300 chicks; shipping weight 36 lbs.)	14.00
Standard Sol-Hot Brooder, with 44" Canopy (capacity 500 chicks; shipping weight 42 lbs.)	15.50
Standard Sol-Hot Brooder, with 54" Canopy (capacity 1000 chicks; shipping weight 50 lbs.)	18.00
New Model Giant Sol-Hot Brooder (capacity 1000 chicks, 54" canopy; shipping weight 54 lbs.)	20.00
New Model Giant Special with 64" Canopy. Shipping weight 61 lbs.	22.00

New Giant 1928 Twin-Float Sol-Hot Heater

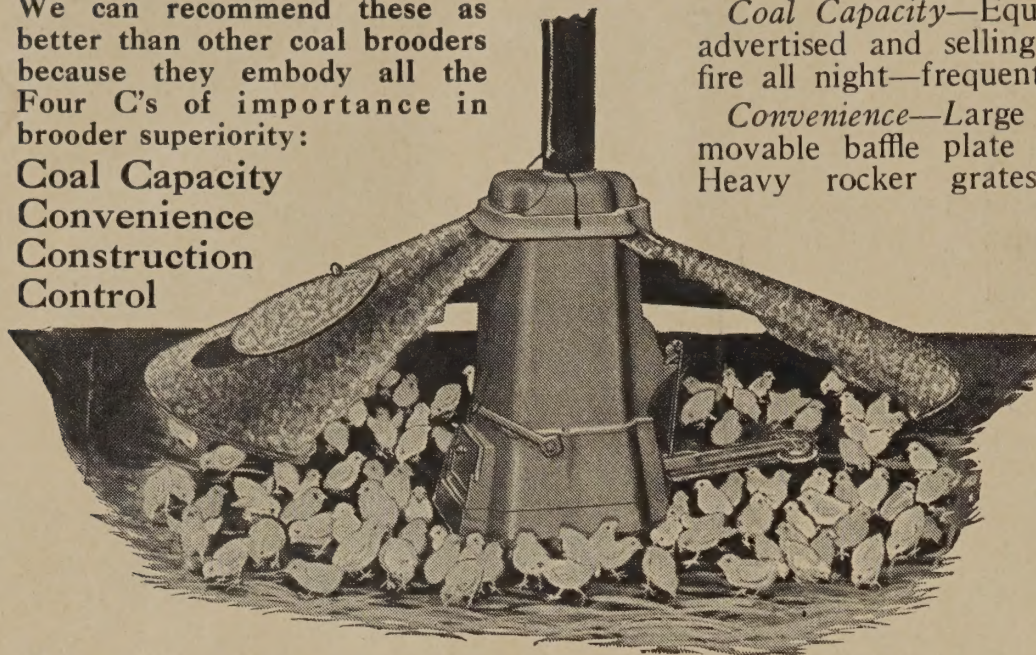
To Replace Coal Burning Brooder Stoves

New Model, includes legs for coal Brooder Canopy. Shipping weight 23 lbs.	14.00
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Frank Foy DeLuxe Coal Brooders

We can recommend these as better than other coal brooders because they embody all the Four C's of importance in brooder superiority:

Coal Capacity
Convenience
Construction
Control



Coal Capacity—Equal or greater than in brooders advertised and selling much higher—enough to hold fire all night—frequent coaling unnecessary.

Convenience—Large top door for easy coaling—Removable baffle plate allows easy removal of soot—Heavy rocker grates shake ashes quickly—Single damper control easy to adjust and stay set.

Construction—Built of best cast iron, unusually heavy, all parts carefully fitted, whole carefully inspected.

Control—Entirely automatic—not affected by high winds. One patented double acting damper works both check and draft and will check fire in any wind.

Superior Features of the DeLuxe Coal Brooder

Unequalled Control—Patented draft channel type. Draft intake and check below canopy. Continuous ventilation for chicks.

Large Coal Capacity—Ample for all needs.

Square barrel, giving greater radiating surface per cubic content.

Unusually heavy cast iron construction throughout.

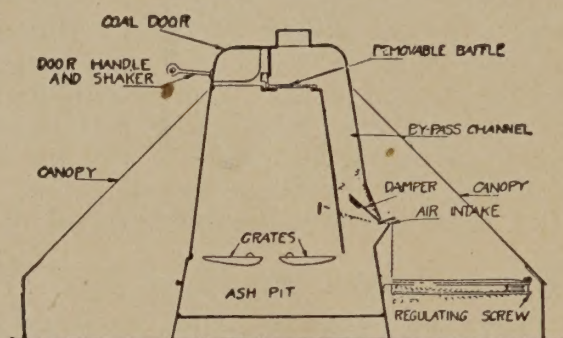
Patented removable baffle plate for easy cleaning.

Heavy 26-gauge galvanized steel canopy, die-cut and formed.

Simplicity of regulation and operation.

Drawn steel canopy ring can not break.

No hand-controlled dampers to require attention.



Shipment and Prices

Frank Foy DeLuxe Coal Brooders are shipped complete, ready to operate, except stove-pipe. All high grade, and will last for years. It is better to pay for a good stove brooder than a

cheap one of light castings from mail order houses.

42-in. Canopy	52-in. Canopy	62-in. Canopy
500 Chick. Cap.	1000 Chick. Cap.	1400 Chick. Cap.
Price \$13.25	Price \$15.25	Price \$17.25

Frank Foy DeLuxe Blue Flame Oil Brooders

DeLuxe Automatic, With Thermostatic Control—and Simplex

Our DeLuxe oil burning brooders are the famous and well-liked Blue Flame type, using an asbestos lighting ring. Everything about these brooders is extremely simple—there are no valves, no floats, no sliding joints—in fact there is absolutely nothing to get out of order or cause trouble. They start on kerosene only, and do not require generating with gasoline. It is not even necessary to clean the rings as six rings are supplied with each brooder—enough for two seasons' operation.

These oil brooders will deliver as much or more heat from a given amount of oil than other makes, because of their very Simplicity. In construction they are substantial and lasting, to give years of service—with special features that make for *safety* as well as convenience. Burner can not leak, overflow or be accidentally overturned. Action of the chicks can not disturb the control.

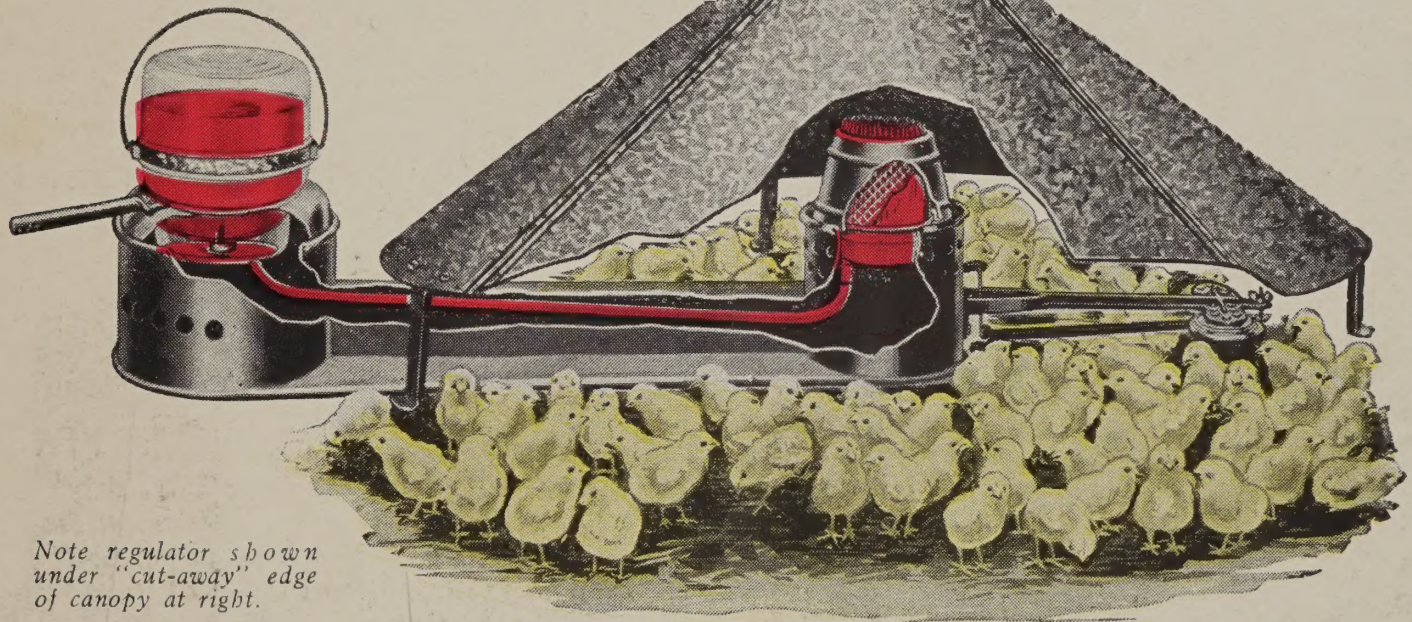
Features of Frank Foy DeLuxe Blue Flame Oil Brooders

- 1 SAFE, as well as convenient. Burners of the De Luxe Oil Brooders can not leak, overflow or be accidentally upset. Action of chicks can not affect the flame.
- 2 No gasoline generating—no wicks to clean. Discard old wicks—six new ones free with each brooder. Additional wicks 50c dozen.
- 3 Burner ample size to heat whole canopy. Different size burners for each canopy size.
- 4 Extremely simple hand control, can not get out of order.
- 5 Sturdy construction, yet simple and practical. Heavy welded steel body unit. Seamless oil tank brazed to $\frac{1}{2}$ in. feed pipe; pipe brazed to cast iron burner. Brazed joints can not melt or leak.
- 6 Perfect blue, fumeless flame of intense heat. No yellow streaked, feeble flame.
- 7 Positive air circulation. Constant supply of fresh air drawn from edge of body, discharge under the canopy.
- 8 Exact leveling not necessary. Control adjusts flame however brooder stands.

Frank Foy *Automatic* DeLuxe Blue Flame Oil Brooders

Here, at last, is an oil brooder with positive yet simple thermostatic control—so that you get oil economy with perfect warmth and safety for the chicks. Automatically lowers flame when temperature increases. Action of chicks can not disturb the control. Chicks do not get overheated and crowd.

Prices:	32-in. Canopy size, wt. 35 lbs.....	\$12.00
	42-in Canopy size, wt. 42 lbs.....	13.50
	52-in. Canopy size, wt. 49 lbs.....	15.00

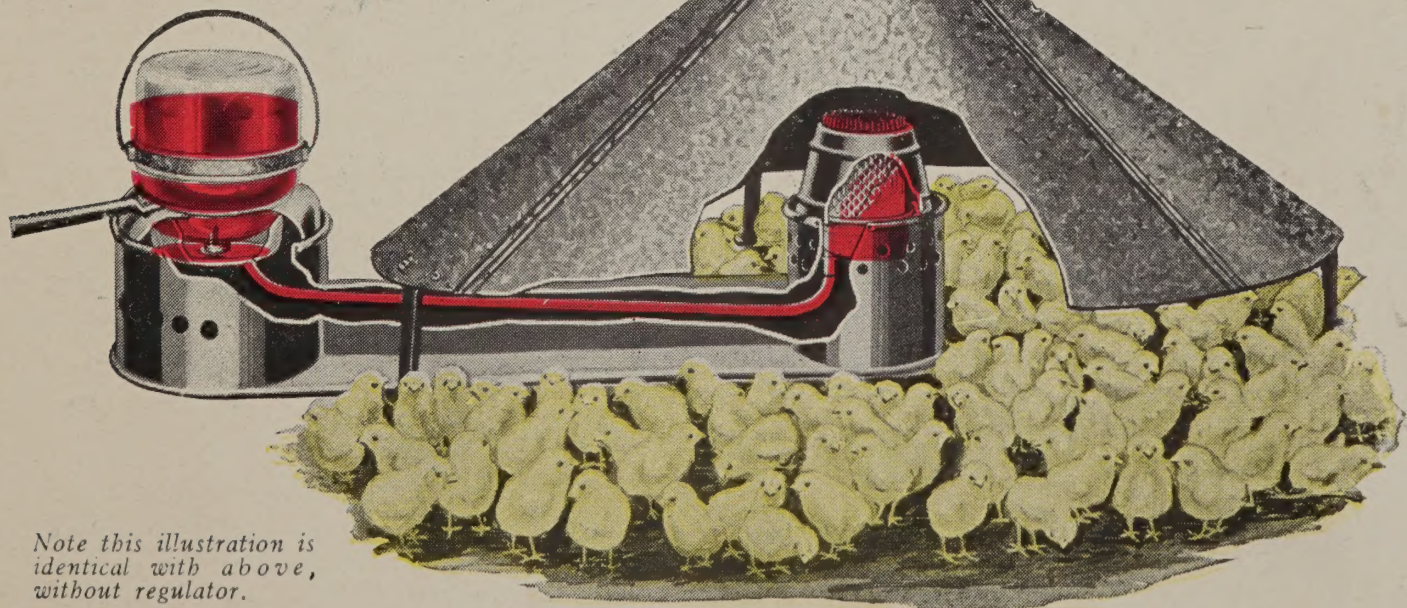


Note regulator shown under "cut-away" edge of canopy at right.

Frank Foy *Simplex* DeLuxe Blue Flame Oil Brooders

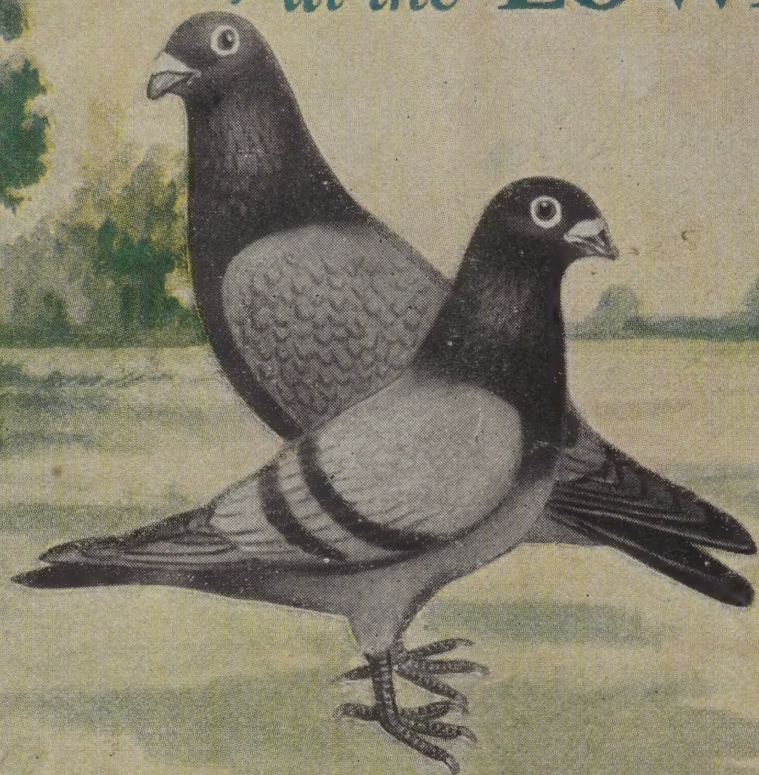
Do not judge this brooder by its low price. I have used this type in my own hatcheries and found them fully satisfactory. This brooder is exactly the same as our De Luxe Automatic Blue Flame Oil Brooder, except that it does not have the Thermostatic Control. It has *all* of the other features, though.

Prices:	32-in. Canopy size, wt. 31 lbs.....	\$ 9.00
	42-in. Canopy size, wt. 34 lbs.....	10.00
	52-in. Canopy size, wt. 43 lbs.....	11.00



Note this illustration is identical with above, without regulator.

Always the **HIGHEST** *Quality*
at the **LOWEST** *Price*



SUCCESS

The
Frank Foy
Way

